

JOANNA J. CHENEY

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Professional Experience

Perficient Digital

Milwaukee, WI

Senior Organic Search Strategist

April 2017– Present

- Primarily working with enterprise level clients, ASQ and Cedars-Sinai, on multi-phase site migrations.
- Mentor junior-level team members by offering strategic guidance and being involved in quarterly plans.
- Contributing to process-improvement, innovation efforts, and continuing education within the team.
- Creating content for the Perficient Digital blog as an SEO thought leader: [Controlling Google's Indexation of Your Site](#).
- Certified in Google Analytics and Google Adwords (Fundamentals & Shopping).

Organic Search Strategist

August 2014– April 2017

- Ensured SEO best practices were implemented on 10+ new site set-ups and new platform migrations.
- For ASQ.org, helped guide design and migration to a new platform, which resulted in 59% increase in Organic Conversion Rate, 15% increase in Organic Sessions, and 90% increase in Organic Revenue Jan '17 - June '17 YOY.
- For Delmarfans.com, increased Organic Sessions 14% and Organic Revenue 40% from Oct '15 – Sept '16 YOY.

National Business Furniture

Milwaukee, WI

Internet Marketing Analyst

January 2012–August 2014

- Developed content strategy and implementation of on-page optimizations by working with a team of writers.
- Lead the efforts over 2 years to get buy-in companywide to make on-site changes to enable optimization.
- Improved organic traffic for nationalbusinessfurniture.com 38% year-over-year January-May 2014.

Market Probe, Inc.

Milwaukee, WI

Research Analyst

May 2011 – January 2012

15miles | The Interactive Division of TMP Directional Marketing

Milwaukee, WI

Interactive Marketing Analyst

July 2010 – April 2011

TMP Directional Marketing

Milwaukee, WI

Media Planner

November 2006 – July 2010

Education

UWM Sheldon B. Lubar School of Business

Milwaukee, WI

Masters of Business Administration (eBusiness track)

January 2012 – August 2015

- Cumulative GPA 3.7

University of Wisconsin – Milwaukee

Milwaukee, WI

Bachelor of Business Administration – Marketing

September 2003 - August 2006

- Entrepreneurship Certificate
- Cumulative GPA 3.059

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