

# Daine Dvorak

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## Technical SEO Expert

Dynamic and innovative Senior SEO Expert with over 10+ years of specialized experience in driving substantial organic growth through strategic SEO initiatives, 5+ years of management, and 3+ years within the enterprise sector. Boasts a proven track record of enhancing website visibility, increasing organic search traffic, and improving search engine rankings through comprehensive SEO tactics and data-driven experimentation. Expert in leveraging advanced tools, programmatic automation, and technologies, including GA4, Google Search Console, ScreamingFrog, SEOClearity, SEMRush, Moz, Ahrefs, and more, in deriving actionable insights and implementing effective SEO strategies.

## WORK EXPERIENCE

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### **Woodruff** • Woodruff, Kansas, United States Of America • Full-time • 02/2022 - 01/2024

Woodruff is a prominent advertising agency that has grown into a highly successful firm with offices in Kansas City, Missouri, and Minneapolis, Minnesota. Woodruff has a proven track record of working with both national and regional clients, including industry leaders like Bayer HealthCare's Animal Health Division and Arysta LifeScience Corp. In 2016, it earned a spot on the Inc. 5000 list of America's fastest-growing private companies. With a commitment to excellence and a history of successful partnerships, Woodruff remains a key player in the advertising industry.

### **SEO Supervisor**

- Collaborated with cross-functional teams to optimize user experience and improve organic search ranking, resulting in 200% increase in SEO revenue over 2 years.
- Streamlined operations, set clear communications standards and improved output by implementing 50+ SEO SOPs, reducing employee onboarding time by 27.5 hours & creating higher-quality results.
- Increased client website performance by 40% through expert optimization of server throughput & effective CDN configurations. Results: higher search engine rankings & more traffic.
- Identify New Opportunities: Audited and optimized clients' websites, increasing organic traffic by 50% and improving search engine rankings by 20%
- Conducted comprehensive site audits to uncover new opportunities for the client's website on-page, off-page, and Technical aspects, and improved SEO positions by 30% for over 1,000 target keywords.

### **Intouch Solutions (Purchased By: Eversana - New name: "Eversana Intouch")** • Overland Park, KS, USA • Full-time • 06/2019 - 11/2021

Welcome to EVERSANA INTOUCH, the first – and only – agency to be part of a fully integrated commercial services platform. We think bigger and broader about your brand success and everything that impacts your product, from pre-launch planning through measuring real-world value for patients. We are plugged into advocacy groups, know how doctors prescribe, and how products are delivered. We connect dots others can't even see, because we're closely connected to experts in field deployment, patient services, pharmacy distribution, and more.

### **Senior Search Engine Optimization Specialists**

- Streamlined work processes by creating 12+ templates, resulting in a 45% increase in time saved for the team and allowing for more strategic work.
- Developed an effective link-building strategy with campaigns and internal processes, leading to 11% conversion rate and an average 15% increase in backlinks for over 15+ websites.
- Implemented data-driven SEO strategies to dominate the market and launch the disease awareness website, outranking WebMD and Mayo Clinic.

- Collaborated with Paid Search on PPC Campaigns through Adwords(Google Ads) to achieve a net increase of 32% conversions from PPC Ads

## **JETTLIFE Tech** • Overland Park, KS, USA • 01/2012 - Present

JETTLIFE Tech is a dynamic freelance company specializing in full-service digital media marketing solutions. Our expert team is dedicated to elevating your online presence and driving results through strategic and innovative digital marketing strategies. From social media management to SEO optimization and everything in between, JETTLIFE Tech is your trusted partner in navigating the ever-evolving digital landscape and propelling your brand to new heights.

### **Owner**

- Revamped A/B testing methods resulting in a 15% increase in website and social media performance for clients.
- Implemented online portal for clients to access all account details and services, resulting in 40% increase in efficiency and 35% decrease in customer service inquiries.
- Provide services ranging from establishing a brands identity to full marketing campaigns across various channels (Social media - TikTok, Snapchat, Instagram, FB, Reddit, Organic Search, PPC, Radio, Billboards, and more)
- Automated comprehensive competitor analyzes to monitor and assess competitor strategies in ad placements, keyword utilization, bidding strategies, and landing page effectiveness to feed into my campaign KPI and aligned to strategies
- Successfully optimized a WordPress website on AWS Cloud, resulting in a 70% decrease in load time and 30% cost savings.
- Always iterate my proprietary marking strategies based on campaign data outcomes to increase their effectiveness as applicable to other industries.

## **NOCIX** • Kansas City, USA • Part-time • 01/2017 - 05/2019

Formally known as "DataShack", Nocix is an affordable VPS and dedicated server provider based in Kansas City, MO. Nocix specializes in offering budget-friendly, highly reliable solutions for your mission-critical hosting needs. We currently operate out of our own private data center in North Kansas City, Missouri, USA.

### **Search Engine Optimization Specialists - Freelancer**

- Improved organic performance campaign strategy using GA4, Schema Markup, and data analysis, resulting in 20% increase in website traffic.
- Created and managed landing pages for products.
- Developed and implemented techniques for increasing page visits and likes.
- Boosted campaign KPI by 20% through automated competitor analysis of ad placements, keywords, bidding, and landing pages.
- Developed paid client ads for use on diverse social media platforms, achieving a 5:1 average return on ad spent on sales. Net results: achieved ~380 engaged users per ad created, with 38% converting on average.

## **Pro Tow Auto Transport And Towing** • Overland Park, KS, USA • Full-time • 08/2016 - 05/2019

We founded Pro-Tow Auto Transport & Towing over 33 years ago. When we first opened, we set out to provide the efficient and reliable automotive emergency services our neighbors throughout the greater Kansas City area deserved. We knew that with a winning combination of equipment and expertise, we could deliver unparalleled service that kept us ahead of the competition.

### **Digital Marketing Director**

- Built, implemented and updated effective SEO strategies resulting in a 50% increase in website leads and a 10% decrease in cost per click for paid search campaigns.
- Utilized online marketing strategies to grow business from 1 location and 4 trucks to 3 locations, 20 trucks and become the largest towing company in Johnson County with 1,000+ customers
- Performed in-depth competitor reviews to check competitor activities with ad placement, keyword use, placement bids and landing pages.

- Analyzed usage patterns to understand ways in which customers used our towing services to continually enhance user experience.
- Increased SEO ranking by 89% and improved website speed through technical SEO expertise, resulting in higher conversion rates for multiple clients.
- Achieved 30% increase in conversions for client by effectively managing \$10,000 monthly Google Ads budget.

## SKILLS

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Ability To Prioritize, Advertising Techniques, Amazon Elastic Compute Cloud, Amazon Web Services, Analytical Thinking, API Professional, Artificial Intelligence, Automation Testing, Business Planning, Campaign Management, Commitment to Quality and Excellence, Committed to Continuous Learning, Company Culture, Competitor Analysis, Comprehensive, Content Analytics, Content Distribution Network Configuraiton Optimization , Continuous Monitoring, Cost Savings Initiative, Creative Thinking, Critical Thinking, Customer Relationship Management, Customer Service, Data Analysis, Data Collection, Data Driven, Data Sharing, Data Transformation, Digital Analytics, Digital Media, Effectiveness, Expert Analysis of Data, User Trends, and more., Google Cloud Platform, Identifying Opportunities, Innovation, Keyword Research, Link Building, Machine Learning, Marketing, Marketing Campaigns, Market Research, Meets Deadlines, Microsoft Office Expert, Multitasking, Node.JS, Office Automation, Operational Analytics, Operational Efficiency, Paid Advertising, Performance Improvement, Performance Tuning, PHP, Planning Process, Plan Preparation, Preventive Maintenance, Process Analysis, Process Improvement, Product Development, Search Engine, Search Engine Marketing, Search Engine Optimization, Search Engine Optimization Strategy, SEMrush, Server Optimization, Social Media Marketing, Software Development, Standard Operating Procedure, Statistics, Strategic Planning, Strategy Development, Task Automation, Team Building, Technical Aspects, Technical Development, Video Editing, Visual Basic for Applications, Web Development, Website Architecture

**Expert Skills - Over 5+ years of experience (Applicable To All Jobs):** Content Development, Conversion Goals, HTML, Keyword Research

**Technical SEO Specialists:** Agency Experience for over 5 years, Management Experience, Self-Motivated, Self Starter, time management, Video Optimization, Work independently and apart of a team

**Process and Automation::** Business Process Improvement, Process Automation Skills, Prompt Engineering Guru, QA Analysis Automation Skills, Redirect Management and Bulk QA Automation Expertise, Test Automation, Workflow Optimization, Workflow Optimization

**Achievements:** Achieved SERP domination: Through a strategic organic search strategy - I achieved 80+ 1st place Google rankings for competitive non-branded keywords such as towing, jump start, and roadside assistance. Secured golden triangle visibility on valuable internet real estate., AI Workflow Integration: Integrated AI tools into daily operations, cutting process times by 45%, boosting team productivity, and improving work accuracy and quality., Data-Driven SEO Campaigns: Led comprehensive data analyses for content and keyword strategies, resulting in successful organic performance campaigns with clear KPIs and net gains in execution., Innovative AI SEO Strategies: Developed and deployed advanced AI strategies for SEO, notably including a custom GPT model for schema markup, providing much deeper advanced schema development with enhancing turnaround times and resolves nesting & syntax issues efficiently., SEO Revenue Generation: Spearheaded the acquisition of multiple SEO projects, leading presentations to key stakeholders and generating over \$200,000 in organic performance revenue in two years., SEO SOP Development: Established over 50 comprehensive SEO SOPs, encompassing a range of tactics and deliverables. This resulted in a 27.5-hour reduction in employee onboarding time and standardized high-quality output., Technical SEO and CWV Compliance: Collaborated closely with the development team to optimize client websites through brainstorming sessions, and my input helping resolve large issues from my extensive cloud engineering experience (~6+ years), meeting Core Web Vitals standards to get "Good" page rankings and generating a 43% increase in organic traffic for pages previously ranked as "poor."

**Director of SEO:** Audience Targeting, Company Growth, Creating And Executing SEO Campaigns, Develop And Implement Measurable Strategies, HTML, Marketing Budget Management, Passion For Quailty Work, Personal growth & Team Growth Critical, ROI, SEM Campaigns

## EDUCATION

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### Associate Of Applied Science General Studies

Johnson County Community College • Overland Park, KS, USA • GPA: 3.8 • 05/2014

Completed all General Studies Courses

## **Associate Of Science Sales & Marketing Education**

University Of Kansas • Lawrence, KS, USA • GPA: 3.8 • 05/2012

## **High School Diploma**

Saint Thomas Aquinas • Overland Park, KS, USA • GPA: 3.9 • 05/2010

- Graduated in top 10% of class

## **CERTIFICATIONS**

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### **Google Tag Manager**

Google Analytics Academy • 02/2024 - 02/2027

### **Google Analytics Certified**

Google Developers • 11/2022 - 11/2024

### **Search Engine Optimization Skills Test**

LinkedIn Skills Test • 11/2022 - 11/2024

### **Search Engine Marketing Skills Test**

LinkedIn Skills Test • 11/2022 - 11/2024

### **Certificate in Git Programming**

Google Developers Launchpad • 01/2024 - 01/2024

### **Certificate of Excellence Nodejs Fundamentals**

Google Developers Launchpad • 01/2024 - 01/2024

### **Certified Google Partner**

Google Partners • 03/2015 - 12/2021

## **PROJECTS**

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### **AI Ambassador Team**

Woodruff • 02/2023 - 01/2024

While working at Woodruff i was given the opportunity to join the AI Ambassador Team, the teams goals were simple:

1. Testing a massive list of AI bots, LLMs, etc. with the purpose of finding out if they can help achieve our key business goals for our clients, our own organization, and if these tools can help bring high value to our work.
2. I identified several ways to include AI into my current client deliverables, examples include: Monthly Reporting, automated from taking 1hr to gather data to less than 5 minutes. Allow the team member to report on the data by analyzing trends.
3. This also helped increase the employees communication skills and presentation skills as it became a requirement to create a "opportunities to achieve business goals"

## **Woodruff & Intouch Solutions**

Leadership • Kansas City, MO • 02/2022 - 01/2024

- In my previous two roles, I successfully cultivated an environment that promoted professional development, resulting in all five of my direct reports advancing to higher-level positions within a span of 1 to 1.5 years. Additionally, I spearheaded the development of a specialized in-house program to train digital ADA compliance experts, further enhancing our team's capabilities and ensuring adherence to accessibility standards.