

Daine Dvorak

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Director of SEO, Technical SEO Expert, Process Automation 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 many 3rd platforms in deriving actionable data-backed insights and implementing effective SEO strategies. I have consistently achieved impressive results, including a 200% increase in SEO revenue in 2 years

WORK EXPERIENCE

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 teams to enhance user experience, boost organic search ranking & drive 200% increase in SEO profits in 1.7 years.
- Transformed operations, gaining 27.5 hrs by developing & implementing 50+ SEO SOPs for high-quality output.
- Implemented data-driven SEO campaigns, resulting in a 30% increase in organic performance and 15% net gains in execution.
- 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%

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.

- Implemented data-driven SEO strategies to dominate the market and launch the disease awareness website, outranking WebMD and Mayo Clinic.
- Increased website backlinks by 15% and conversion rate by 11% in 15+ websites through an innovative link-building strategy.

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.
- Led cross-functional team to develop integrated marketing plans, resulting in 20% increase in brand affinity and \$5M in incremental revenue.
- In 90 days, implemented strategic tactics and best practices for assigned clients, resulting in a 25% increase in organic search traffic and a 15% increase in website conversions.

NOCIX • Kansas City, USA • 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

- Boosted campaign KPI by 20% through automated competitor analysis of ad placements, keywords, bidding, and landing pages.
- Led development of market strategy, achieving a 5:1 ad spend return with 380 engaged users per ad and 38% conversion rate.

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

- Oversaw go-to-market strategy which maximized brand and product position in the marketplace, leading to increased brand consideration and affinity
- Achieved 30% increase in conversions for client by effectively managing \$10,000 monthly Google Ads budget.

SKILLS

Ability To Prioritize, Adaptability to Changing Environments, Advertising Techniques, Amazon Elastic Compute Cloud, Amazon Web Services, Analytical Thinking, Artificial Intelligence, Business Planning, Campaign Management, Commitment to Quality and Excellence, Committed to Continuous Learning, Company Culture, Competitor Analysis, Conflict Resolution, Content Analytics, Content Distribution Network Configuration Optimization, Cost Savings Initiative, Creative Thinking, Critical Thinking, Customer Portal, Customer Relationship Management, Customer Service, Data Analysis, Data Collection, Data Driven, Data Sharing, Data Transformation, Decisiveness, Delegation, Dependable and Responsible, Determination, Digital Analytics, Digital Media, eCommerce Management, Expert Analysis of Data, User Trends, and more., Financial Management, Fully Remote Working for the last 4 years successfully, Google Cloud Platform, HubSpot Software, Innovation, Key Performance Indicator, Keyword Research, Link Building, Machine Learning, Management, Market Analysis, Marketing, Marketing Campaigns, Marketing Effectiveness, Marketing Planning, Market Research, Meets Deadlines, Microsoft Excel, Microsoft Word, Outlook, etc., Microsoft Office Expert, Multitasking, Node.JS, Office Automation, Onboarding, Online Presence Management, Online Tutoring, Operational Analytics, Operational Efficiency, Organic Growth, Organic Search Marketing, Paid Advertising, Paid Search Marketing, Pay Per Click, Performance Improvement, Performance Tuning, PHP, Planning Process, Presentation, Process Analysis, Process Improvement, Product Development, Productivity, Project Management, Quality Control, Quantitative Skills, Revenue Generation, Scripting Language, Search Engine Marketing, Search Engine Optimization, Search Engine Optimization Analysis, Search Engine Optimization Strategy, Self-Motivated, SEMrush, Server Optimization, Social Media Marketing, Software Development, Standard Operating Procedure, Statistics, Strategic Planning, Strategy Development, Task Automation, Team Building, Technical Aspects, Technical Development, Time Management, Verbal Communication Skills, Video Editing, Visual Basic for Applications, Web Development, Website Architecture

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

Director of SEO: Audience Targeting, Branding, Company Growth, Creating And Executing SEO Campaigns, Develop And Implement Measurable Strategies, Fast Growing, HTML, Hubspot, LinkedIn, Marketing Budget Management, Paid Search, Passion For Quality Work, Personal growth & Team Growth Critical, ROI, SEM Campaigns

Expert Skills - Over 5+ years of experience (Applicable To All Jobs): Agency Experience for over 5 years, Analyze Data, Collaborative, Content Development, Conversion Goals, CSS, Curious, Expert at Leveraging Excel and VBA Automated Programming, HTML, JavaScript, JSON-LD, Keyword Research, Management Skills, NodeJS, PHP, Schema Markup, SEO Tactics & Strategies for over 50+ Deliverables, Site Analysis and Audits, Staffing, Stay Up-To-Date on All SEO Best Practices to Monitor Trends, Strategic And Tactical with Data Backed Recommendations, Strategic Deliverables, Use data to Inform Future Decisions, User Acquisition, Web Analytics Analysis, WordPress Development & Performance Optimization

EDUCATION

Associate Of Applied Science General Studies

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

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

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

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"

VOLUNTEERING & LEADERSHIP

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.