

# Daine Dvorak

SEO Manager | DaineDvorak.com

Results-oriented SEO Manager with over 12 years of experience in steering digital strategy, enhancing organic visibility, and generating revenue through high-impact SEO initiatives. Proven expertise in managing client relationships, conducting technical audits, and fostering innovation in digital strategy. Skilled at leading high-performing SEO teams, optimizing operational efficiency through automation, and collaborating across departments to elevate brand performance. Demonstrated success in enhancing organic rankings, mentoring marketers, and achieving measurable business outcomes across both B2B and B2C sectors. Strong leadership in aligning SEO efforts with marketing and sales objectives, and managing complex cross-functional projects that improve ROI and boost user engagement.

## Experience

**SEO Consultant and Owner**   JETTLIFE Tech - Overland Park, KS, USA   01/2012 – Current

- Spearheaded AI-powered marketing automation, reducing SEO and reporting workload by 45%, increasing efficiency and accuracy.
- Advised businesses on digital marketing product development, enhancing their market position and competitive advantage.
- Consulted on SEO-integrated paid media strategies, aligning PPC and organic efforts to optimize ROI.

**Senior SEO Specialist**   Bullseye Strategy - Fully Remote - USA   10/2024 - 01/2025

- Developed and executed SEO roadmaps for enterprise brands, focusing on technical site health, page speed, and search visibility improvements.
- Conducted keyword research and competitor analysis, improving organic rankings by aligning content with search intent.
- Led structured data implementations, increasing SERP-rich results visibility by 35%.
- Provided technical SEO audits and collaborated with development teams for indexation and Core Web Vitals fixes on assigned client websites.
- Managed several client websites, but two of them were massive, with 1.5 million pages indexed, and the other 2.4 million pages indexed.

**Senior SEO Specialist**   RSM Marketing - Lenexa, KS, USA   03/2024 - 09/2024

- Managed technical SEO audits and website optimizations, improving Core Web Vitals and driving a 43% increase in organic visibility.
- Developed SEO-PPC hybrid strategies that aligned search intent modeling with paid media for maximized conversion rates.
- Implemented structured data strategies using AI, improving search engine rich results and engagement rates by 35%.
- Led digital strategy presentations for new business acquisition, securing high-value SEO contracts.

**SEO Supervisor**   Woodruff - Fully Remote - Kansas City, MO, USA   02/2022 - 01/2024

- Led a team of SEO, paid media, and content specialists, implementing AI-driven automation that saved 45% in operational time.
- Developed over 50 SEO & digital marketing SOPs, improving efficiency and reducing onboarding time by 27.5 hours per employee; but importantly, allowing us to iterate on the strategy based on post-click feedback.
- Collaborated with product and sales teams, supporting new business acquisitions and expanding service offerings.
- Developed enterprise-level digital marketing strategies that increased revenue by \$200,000+ through AI-driven automation and product innovation.

**Senior SEO Specialist**   Intouch Solutions (New name: 'Eversana Intouch') - Overland Park, KS, USA   06/2019 - 11/2021

- Designed and executed multi-channel digital marketing strategies, increasing engagement rates by 43%.
- Built automated reporting workflows, reducing manual analysis time by 86.7 hours per project.
- Provided strategic consultation for Fortune 500 clients on product positioning, digital transformation, and marketing automation.

**SEO Specialist**   NOCIX, LLC. - Kansas City, MO, USA   01/2017 - 05/2019

- Achieved a 20% increase in organic traffic through the implementation of targeted schema markup and strategic content optimization initiatives.
- Improved ROI for PPC campaigns to 5:1, resulting in heightened client satisfaction and retention rates.

## Projects

**Revolutionizing SEO with AI-Powered Schema Solutions**   January 2023 – July 2023

AI/SEO Integration Project - AI Workflow Integration, Process Automation, Digital Marketing, Leadership, Data Visualization

Spearheaded the development of an AI-powered tool designed to simplify and enhance schema markup generation for web pages. The model analyzed content, identified errors, and generated precise schema code, significantly reducing the time required for technical SEO tasks by over 50%. This breakthrough resulted in a 25% improvement in structured data accuracy and increased the visibility of rich search results from 14% to 39%, driving a surge in impressions and keyword rankings. The project underscored a commitment to innovation and delivering measurable results while improving team efficiency.

**AI Integration into SEO Workflows**   June 2022 – January 2024

Deliverable Automation and Productivity Project - Process Automation, Team Leadership, Cross-Department Collaboration, AI Workflow Integration, Technical SEO

- This initiative integrated AI tools into SEO workflows, reducing SOP process times up to 45% on some deliverables while also enhancing deliverable accuracy. A key achievement was automating monthly reporting, cutting data gathering from an hour to under five minutes. This shift enabled the team to focus on strategic analysis and actionable insights, improving report quality and client satisfaction. I purposed and implemented a process to reinvested the saved time for training entry-level SEOs on data analysis and reporting, elevating business outcomes across projects.

## Certifications

**Content Strategy in the Age of AI**   LinkedIn Learning   April 2025

**Creating API Documentation**   LinkedIn Learning   March 2025

**Learning REST APIs**   LinkedIn Learning   March 2025

**Creating GPTs with Actions**   LinkedIn Learning   February 2025

**Career Essentials in Generative AI by Microsoft and LinkedIn**   Microsoft Certificate   April 2024

**Prompt Engineering: How to Talk to the AIs**   LinkedIn Learning   April 2024

**What Is Generative AI?**   LinkedIn Learning   March 2024

**Generative AI: The Evolution of Thoughtful Online Search**   LinkedIn Learning   March 2024

**Ethics in the Age of Generative AI**   LinkedIn Learning   March 2024

**Introduction to Artificial Intelligence (2023)**   LinkedIn Learning   March 2024

**Introduction to Large Language Models**   LinkedIn Learning   March 2024

**Google Analytics 4 (GA4) Essential Training**   LinkedIn Learning Certificate & Google Partner Certificate   March 2024

**Learning Microsoft 365 Copilot**   LinkedIn Learning   March 2024

**GitHub Certification**   Google Developers Launchpad   January 2024

## Contacts

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## Skills

- Enterprise-Level Technical SEO Strategy
- Technical SEO Strategy & Implementation (CWV, Structured Data, Page Speed, Indexation, Accessibility)
- AI-Driven SEO Automation & Optimization
- Team Leadership, Development, and Management Experience
- Cross-Functional SEO, Paid Media, Content, and related team Integration Workflows
- AI-Powered SEO & Generative Search Optimization
- AI-Driven Marketing Automation & Growth Strategies
- Product Development & Scalable Digital Marketing Strategies
- Web Development Collaboration & SEO Implementation
- Effective Communication & Client Presentation
- Paid Media & SEO Integration for Revenue Growth
- Full-Funnel Digital Strategy & SEO Implementation
- SEO Performance Measurement & Reporting (GA4, Adobe Analytics)
- Strategic SEO Content Optimization & Keyword Research
- SERP Analysis & Algorithm Monitoring
- Search Algorithm Trend Monitoring & Adaptation
- Fluent Coder: HTML, CSS, JavaScript, PHP, jQuery, Python, MySQL, and Structured Data Implementation
- WordPress Developer (5+ years)
- Digital Product Positioning & Go-to-Market Strategy
- New Business Development & Client Acquisition
- Marketing Strategy Development & Execution
- Revenue Growth through Digital Marketing
- Product Innovation & Competitive Analysis
- AI-Powered Campaign Optimization
- Enterprise-Level SEO & Data Analytics
- Cross-Department Collaboration & Leadership
- Marketing Performance Measurement (GA4, Adobe Analytics)
- Strategic Consultation & Stakeholder Engagement