





SELINA GRANGER

SEO Expert

CONTACT

s.granger@email.com 
(123) 456-7890 
Naperville, IL 
[LinkedIn](#) 

EDUCATION

Bachelor of Science
Advertising
University of Illinois
2010 - 2014
Urbana, IL

SKILLS

Moz Pro
Long Tail Pro
GTmetrix
WordPress
Drupal
BuzzStream
Google Analytics
Google My Business
Trello
SEMrush

WORK EXPERIENCE

SEO Expert

BluePay

2019 - current / Naperville, IL

- Achieved a 22% increase in organic search traffic within 4 months by implementing on-page SEO optimizations, resulting in ***\$27,942 in additional revenue***.
- Performed keyword research using tools such as Moz Pro and Long Tail Pro, leading to a 17% improvement in keyword rankings for targeted keywords.
- Reduced website load time by 44 seconds using GTmetrix recommendations, resulting in a 37% decrease in bounce rate and improved user experience.
- Optimized WordPress websites, improving page load times and increasing user engagement by 23%.

Social Media Assistant Manager

Redbox

2016 - 2019 / Oakbrook Terrace, IL

- Developed and implemented a content calendar, reducing content creation time by 18% and ensuring consistent messaging across platforms.
- Leveraged Drupal CMS to update and maintain the company website, leading to a 29% improvement in website performance and a 37% reduction in bounce rate.
- Implemented BuzzStream to streamline influencer outreach, resulting in a 44% increase in influencer collaborations and a 19% boost in brand visibility.
- Utilized Google Analytics to analyze website traffic and user behavior, leading to a 7.3K increase in organic traffic and a ***12% improvement in conversion rates***.

Marketing Analyst Trainee

Discover Financial Services

2015 - 2016 / Riverwoods, IL

- Analyzed and reported on key performance metrics for digital marketing campaigns, resulting in a ***\$24K increase in ROI***.
- Conducted competitive analysis using SEMrush, identifying opportunities to improve organic search rankings.
- Assisted in the creation and optimization of Google My Business listings for 20+ locations, leading to a 23% increase in online visibility.
- Collaborated with cross-functional teams to develop marketing strategies, significantly improving campaign efficiency.