

Head of SEO & Growth Head of SEO & Growth Head of SEO & Growth - Rock The Rankings
Carolina Shores, NC Work Experience Head of SEO & Growth Rock The Rankings - Carolina
Shores, NC November 2017 to Present Providing results-oriented SEO by driving more
measurable traffic and targeted leads to both SMBs and Enterprise-size clients within Google Local
and Google's Organic/National results. Managing all clients digital advertising accounts including
strategizing, launch and optimization across SEO/PPC channels. Offering comprehensive SEO
services, including on and off-site audits, technical implementation, keyword analysis, content
strategy and creation, link building and monthly adhoc reporting. Responsible for doubling organic
traffic within a six-month period, and driving targeted leads worth thousands of dollars for both SMB
and Enterprise-sized clients. Senior IT Project Manager eKomi - Berlin, DE October 2013 to Present
Responsible for the setup and implementation of large-scale U.S. Enterprise Projects for our SaaS
review collection product, including the day-to-day management of a large portfolio of high-value
clients. Managed a team of Project Managers and Technical Support staff to ensure projects were
met within the time and budget constraints. Worked directly with C-Level management to provide
on-going reporting on KPIs and client ROI. Freelance SEO & Digital Marketer June 2010 to
November 2017 Managed client's digital footprint to help drive more traffic and targeted leads
through SEO optimization and PPC advertising campaigns. Monitored KPIs to show clear ROI on
client's investment in freelance services, and to show results of ranking of targeted top keywords.
Business Systems Analyst I & II - Pittsburgh PNC Bank February 2012 to October 2013 Responsible
for ensuring accurate and timely reporting functionality for all respective reports under the Basel
II/Basel III voluntary regulatory framework on bank capital adequacy, stress testing, and market
liquidity risk, a multi-million-dollar project with high visibility within the bank to ensure the bank
maintains enough liquidity and capital Gained crucial experience in creating, modifying, and
troubleshooting SQL/OracleDB data on multiple project environments which are directly involved in
supplying the external financial results for the external financial reporting provided to the SEC.
Tools & Skillset SEM Rush & Ahrefs Screaming Frog Google Analytics & Google Search Console
SerpBook Link Assistant Website Auditor Education and College Experience Education Bachelor

of Science in Business Administration in German Duquesne University - Pittsburgh, PA December
2011 Bachelor of Science in Business Administration in Business Administration University of
Mannheim - Mannheim, DE 2010

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