

# Maximillion DeLeonardis

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## Search Engine Optimization + Copy Writing

aMarketology | Dec 2024 to Present

I have been working on contact roles for the past year as SEO, web designer, and copywriter for a variety of tech and service businesses. In addition, I have been helping with the commercial editing and publishing.

- Content marketing for SaaS products, including video, photo, and blog content.
- Helping connect brand vision to the company's website, User Interfaces / User Experience.
- URL Structure guide and Large SEO/GEO strategy for Google and Chat GPT

## SEO & Paid Advertising Director

Aurum Marketing | Oct 2023 to Sep 2024

At Aurum Marketing, a premium digital marketing agency serving service-based businesses (e.g., plumbers, home builders), I provided top-tier Account SEO management for our 12 clients, as well as UI/UX design for each website, the majority of which were built on WordPress, Duda, and Hubspot.

### Project SEO Management;

- Optimized URL structures for local service-based business rankings.
- Gained hundreds of Local Citations for businesses.
- 3x traffic to multiple websites with organic marketing principles.
- Applied UI/UX principles to optimize and enhance the customer experience.

### Search Engine Optimization;

- Managed KPIs tied to SEO and reported daily.
- Wrote and published blog content to grow organic search traffic.
- Focused on 'content gaps' and long-tail keywords.
- Grew backlinks and domain authority.

### PPC / Paid Advertising;

- The creation of local ad campaigns that were optimized for PPC.
- Created landing pages for sites to receive paid search traffic.

In addition to managing technical SEO + copy for each website, I managed a small team of content marketers.

## Digital Marketing Team Lead

Four28 Marketing (Formerly Segalo Media) | Jan 2021 to July 2022

At Segalo Media Content & Design Agency, I was responsible for designing service-based business websites and driving customer acquisition through organic and paid marketing funnels.

### UI/UX Web Design;

- Elevated customer satisfaction, optimizing customer interactions and experiences.
- Gained a reputation for being a reliable and efficient SEO.
- Focused on building relationships and growing keyword market share for our customers locally.

### Copy Writing

- Wrote technical instruction documentation for our clients.
- Coordinated and facilitated the writing of keyword-rich content on our client's websites.

### Managed a Team of Technical Writers;

- Translated client requirements into effective and simple directions for my team of interns to follow.
- Generate 7-10 pieces of content for each of our 7 clients per month.
- Wrote Technical Documentation for various clients in various industries.

In this role, I worked directly with local service-based businesses nationwide remotely. Optimizing the User Interface and User Experience was crucial for our customers. I designed over 7 different companies' websites using either WordPress, Duda, or custom HTML and CSS.'

## Videographer + Brand Loyalty Specialist

*Fringe Sport* | Dec 2022 to Sep 2023

As the marketing lead, my primary responsibility was to drive organic traffic and improve [fringesport.com](http://fringesport.com)'s search engine rankings through SEO content writing.

### Email Marketing + SMS;

- Optimized content for five weekly email sends and two weekly SMS sends.
- Campaigned to over 95,000 email list recipients weekly to maintain web revenue.
- Managed sales & promotions calendar to coincide with emails to optimize e-commerce revenue.

### Video & Photography Content Creation - Directing, Filming, Editing;

- Edited and created assets using Canva for blog content and social feeds.
- Coordinated and facilitated Fringe Sport photo and video shoots.

In addition to optimizing for the fitness and exercise niche, I utilized tools such as SEMrush, Ahrefs, and Google Search Console (formerly Google Search Analytics) to track our progress.

## Sales Development Representative

*Arrive Logistics* | Feb 2020 to Dec 2020

At Arrive Logistics, I utilized superior communication skills in this sales role to build strong customer relationships and negotiate deals. During this time, I was also formally sales-trained as a Sales Development Representative.

- Made 75+ calls a day.
- Upheld to KPIs.
- Developed a book of business for new loads and shipments of goods.
- Managed freight to ensure its arrival from Port A to B.

## Website Design & Paid Advertising

*Freelance* | 2016 to 2018

Started my Journey into Digital Marketing by creating Facebook ads and Google ads for eyeglasses, e-commerce stores as well as landing pages on various CMS platforms like WordPress, Duda, etc.

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## Education:

Bachelor of Science: Business Administration

North Carolina State University | Sep 2016 to Jan 2020

Dean's List Honoree 2017 & 2019

Participated in clubs and on-campus activities

Develop a passion for coding and helping my peers

## Technical Skills & Certifications:

Straight Line Sales Certified • Premiere Pro • Photoshop • After Effects • Adobe Creative Cloud Google • Search Console • Google Analytics 4 • Google My Business • SEO • PPC • Local Advertising • Facebook Ads • Guest Blogging • SQL • Affiliate Marketing • Customer Service • Video Editing • Content Strategy • Excel • Slack • Monday.com • Photography • Videography • Email Marketing • Social Media Marketing • SEM Rush • Ahrefs • Microsoft Office Suite • Seller Central • CSS • HTML • GPT 4 • React Native

References and writing/design samples are available upon request \*