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PROFESSIONAL SUMMARY

Objective – Join a forward thinking organization where I can apply my diverse work and cultural experiences with a strong passion and focus on the technical aspects of Search Engine Optimization. Past work includes SEO management for highly regarded agencies, digital content management in both the healthcare and industrial supply industries; and teaching and mission work in Ghana, Africa

PROFESSIONAL EXPERIENCE

Technical SEO Manager: Terkaet, Remote - Cleveland, OH (June 2020 – Present)

- **Leading the execution of the Technical SEO Strategy for all clients including**
 - Performing website audits and developing related recommendations to ensure SEO best practice compliance
 - Performing advanced site structure and performance recommendations (including information architecture, navigation, UX design, etc.)
 - Consistently contributing to the thought leadership of all accounts and strategies by forecasting changes in the industry

SEO Manager: Marcus Thomas LLC, Cleveland, OH (September 2018 – February 2020)

- Work as the lead SEO specialist to ensure all media engagements have a proper organic strategies and technically sound websites
- Lead the business development of the agency's media practice specifically in the Search category
- Provide consistent in-depth analytical reports to both internal teams and all media clients

SEO Manager: SapientRazorfish, Cleveland, OH (March 2018 – September 2018)

- Development, production and implementation of all SEO services with a focus on technical SEO
- Work to mentor and train junior team members on all aspects of SEO

SEO Coordinator: SapientRazorfish, Cleveland, OH (January 2017 – March 2018)

- Assist in the creation and implementation of all SEO strategies
- Provide consistent SEO recommendations to various clients including large e-commerce websites and multi-billion dollar financial service providers
- Analyze all technical aspects of each client from an SEO perspective

Associate Search Coordinator / Search Intern: Razorfish, Cleveland, OH (June 2016 – December 2016)

- Perform various SEO tasks including content editing, reputation management, analytics, off-site / local research, and site audits
- Keyword research, online optimization, and content strategies are among daily tasks.
- Project manager and team lead for the summer intern analytics team.

Web Intern: The M. Conley Company, Canton, OH (Summer 2015), Including The Karcher Group

- E-Commerce data management for office and cleaning supplies online catalog
- Special liaison for digital content from The Karcher Marketing Group

Online Catalog Specialist/Intern: PartsSource Inc., Aurora OH (Summer 2014)

- Digital content management for healthcare industry's only digital medical equipment service parts catalog
- Mapping service repair parts to models, photos, and schematics
- Data analysis and attribute quality assurance

EDUCATION

Case Western Reserve University, Cleveland, OH

Software Engineering Diploma - Full-Stack Development Bootcamp

- Languages Learned include: MERN Stack, JQuery, Node.js, Handlebars.js, MySQL and many more

The University of Akron, Akron, OH

Bachelor of Business Administration Degree

- Major: Integrated Marketing Communications
- Minor: Creative Writing

Alumni of Phi Delta Theta Fraternity (August, 2013 – May 2016)

- Held two executive positions, Recruitment Chairman & Public Relations Chairman

Collegiate Writer – Nectar Online Media, Inc.

- One of three students chosen for an Online Marketing Writing program.
- Published writer (<http://www.marketingpersonalization.com/criminals-digital-underworld/>)