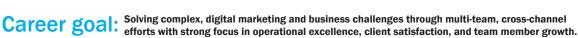
ALEXIS SANDERS

SEO Director
@asanders@merkleinc.com

A https://www.linkedin.com/in/alexissanders/

Pittsburgh, PA





EXPERIENCE

SEO DIRECTOR

Merkle Inc. (Dentsu Aegis Network Company)

miOctober 2020 - Ongoing

Pittsburgh, PA

- Responsible for finances, contracts, and operations of \$2 million yearly client portfolio
- Own Fortune 500 relationships, developing organic search strategies to drive bottomline growth
- Mantained strong client satisfactions scores, average 9.2 / 10
- Currently managing development of five team members, supported team in attaining >10x promotions throughout their Merkle careers
- Created >130 line item internal department plan for improving innovation, sales, management, culture, diversity & inclusion, documentation, training, and people development for executive review
- Support all Merkle client account managers with complex technical SEO questions as a member of the SEO Tech Team
- Participate actively in industry-related activities (>20 conference speeches, >20 publications, >15 podcasts, industry mentorships, etc.)
- Actively support broader team's needs when our fast-paced client environment demands

SENIOR SEO MANAGER

Merkle Inc.

m April 2019 - October 2020

Pittsburgh, PA

Responsible for operations of \$744k account portfolio

SEO ACCOUNT MANAGER

Merkle Inc.

描July 2016 - April 2019

Pittsburgh, PA

Responsible for operations of \$594k account portflio

SEO SPECIALIST

Merkle Inc.

Pittsburgh, PA

Support Account Managers through analytics, technical SEO audits, developing best practices, led trainings and best practices

VOLUNTEER

MARKETING SUPPORT

Compassionate Pittsburgh, LLC

DISTRICT PR MANAGER, CLUB PRESIDENT

Toastmasters International

Pittsburgh, PA

MOST PROUD OF

Manage \$2 million portfolio

Responsible for operations of fortune 500 clients with team of five and international support.

Contributions to search industry

>20 conference presentations, >20 industry publications, guest on >10 podcast, featured as one of the top industry experts to follow by SEJ.

Multi-industry digital experience

Worked with team within hospitality, telecom, real estate, health, high tech (SaaS, cloud), financial, travel, and retail.

Continually improving team

Managed growth of team of five, mentored >10 people in 2020, and introduced >5 initiatives to improve motivation during quarantine.

Pursuit of Computer Science Degree

Completed upper level core classes for CS degree, along with 16 other CS classes.

STRENGTHS



EDUCATION

B.S in Business Administration minors: German, Japanese, Studio Arts

University of Pittsburgh

main August 2009 - December 2013 Pittsburgh, PA

B.S in Computer Science

University of Pittsburgh

maugust 2018 - December 2021 ♥ Pittsburgh, PA