

ALEXIS SANDERS

SEO Director

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Pittsburgh, PA



Career goal: Solving complex, digital marketing and business challenges through multi-team, cross-channel efforts with strong focus in operational excellence, client satisfaction, and team member growth.

EXPERIENCE

SEO DIRECTOR

Merkle Inc. (Dentsu Aegis Network Company)

October 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
- Maintained strong client satisfaction 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.

April 2019 - October 2020

Pittsburgh, PA

- Responsible for operations of \$744k account portfolio

SEO ACCOUNT MANAGER

Merkle Inc.

July 2016 - April 2019

Pittsburgh, PA

- Responsible for operations of \$594k account portfolio

SEO SPECIALIST

Merkle Inc.

February 2013 - June 2016

Pittsburgh, PA

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

VOLUNTEER

MARKETING SUPPORT

Compassionate Pittsburgh, LLC

July 2016 - 2017

Pittsburgh, PA

DISTRICT PR MANAGER, CLUB PRESIDENT

Toastmasters International

July 2015 - July 2016

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

Account Operations

Account Planning

Digital Marketing

Creativity

Problem Solving

Technical SEO

SEO Strategy

Instructional Design

Developing Teams

Public Speaking

Analytics Decision Making

Energy and Passion

Figuring things out

Management

EDUCATION

B.S in Business Administration

minors: German, Japanese, Studio Arts

University of Pittsburgh

August 2009 - December 2013 Pittsburgh, PA

B.S in Computer Science

University of Pittsburgh

August 2018 - December 2021 Pittsburgh, PA