

Brenda S. Elazab

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Core Skills

Cross-Functional Project Leadership	Agile Methodologies & Scrum	Data Analytics, Cleanup & Visualization
Scalable Data Processes	E2E Project Lifecycle Ownership	Resource & Budget Planning
Stakeholder Engagement	Market & Competitive Research	Proactive Risk Management
Meeting Deliverables & Project Artifacts	Deductive Problem Solving	Data Platform & API integrations
Technical PRDs, Roadmaps & MVPs	Work Breakdown Structures	Solving Complex Business Questions

Technical Tools

Excel, PowerPoint, SharePoint, SQL, JIRA, Confluence, Qlik, Tableau, Power BI, Looker, Google Analytics 4 (GA4), Python (Basic), GitHub, Visio, and Proprietary Dashboards; experienced with Data Visualization (Pivot Tables, Graphs, Charts).

Career Experience

Sabbatical | Travel & Personal Professional Development

May 2025 - October 2025

- Took time off after the end of my contract to travel and pursue a structured 5-month sabbatical focused on deepening expertise in data analytics, Agile/Scrum process optimization, and completing online certifications.
- independently explored open-source & AI contributions projects, enhancing understanding of business analytics principles and incorporating insights into personal repositories utilizing Github, SQL, Kaggle, Python, Mode, and Tableau.

SEO Consultant

BSE Digital | January 2023 - May 2025

- Lead AI-driven search and product strategies for small businesses and startup websites.
- Design and execute strategic AI roadmaps, workflows, and communication plans in collaboration with business stakeholders to enhance search visibility and conversion metrics across digital platforms.

Project Manager, Search & Data Analytics

Intuit | September 2023 - February 2025 (*Contract*)

- Created and managed project plans, schedules, and work breakdown structures for complex, large scale projects for the TurboTax team; collaborated with cross-functional teams to translate business problems into actionable PRDs.
- Developed scalable processes in collaboration with data science teams to ensure data was handled appropriately and readily available across teams via Tableau, Qlik, GA4 and Proprietary dashboards & API integrations.
- Developed, managed and drove enhancements for tools and processes to maintain and update various platform databases utilizing Agile, Waterfall, Scrum, and similar methodologies/frameworks.

SEO Consultant

BSE Digital | January 2023 - *Current*

- Lead AI-driven search and product strategies for small businesses and startup websites.
- Design and execute strategic AI roadmaps, workflows, and communication plans in collaboration with business stakeholders to enhance search visibility and conversion metrics across digital platforms.

Senior Digital Project Manager // SEO Platform Manager // Senior Search Specialist

Ignite Visibility | February 2021 - January 2023

- Led cross-team coordination for large, complex projects across enterprise websites; translating complex business questions into technical PRDs and documentation for teams to readily execute on.
- Partnered with cross-functional teams to develop scalable data pipelines and verification processes, resulting in a **40%** YoY growth in search visibility and performance metrics.
- Presented data-driven trade-offs and risk assessments to key stakeholders, influencing investments in enhanced search systems and fostering innovation in retrieval algorithms.

Organic Search Marketing Manager

GenerationTux | May 2020 - January 2021

- Owned technical SEO roadmaps and curated complex datasets for backend optimizations.
- Partnered with cross-functional teams to evaluate & optimize UX flow enhancements & boost retrieval accuracy via APIs.
- Built performance dashboards using Looker, Google Analytics, and SQL, tracking metrics to guide strategic planning and ensure clear communication of goals and outcomes.
- Conducted comprehensive risk assessments and verification, recommending data innovations to balance speed-to-market with system reliability and scalability.

Organic Search & Digital PR Specialist

1Point21 Interactive | April 2018 - March 2020

- Led SEO strategies for multilingual, high-traffic, competitive web properties in the legal industry; collaborating with internal cross-functional teams and external partners to implement high-converting campaigns.
- Boosted organic traffic for top-converting terms by over **40%** within 6 months across all 22 managed clients.
- Implemented scalable audit processes, reducing launch errors and improving crawl efficiencies across the team.
- Mentored junior team members, earning Q3 2019 recognition for leadership and contributions to team performance.

Education & Certifications

Bachelor of Arts, Communications (B.A.)

University of California, Santa Barbara

UC Education Abroad Program (UCEAP)

Autonomous University of Barcelona - Spain

Scrum Master Certification (CSM)

Scrum Alliance, April 2025

Agile Product Management Course

Udemy Online, February 2025