



# BART WAGENER

Sr. SEO-Specialist

## About Me

An SEO-veteran with over a decade of experience in-house and agency side. What an exciting time to be an SEO: AI has turned the world upside down, and I get to be at the forefront of it.

## LANGUAGES

- Dutch
- English

## EXPERTISE

- Storytelling and training
- Technical SEO
- Data analysis (Python, SQL, DBT)
- Enterprise tooling
- Scaling solutions (with AI) globally. E.g. multilingual keyword research
- Stakeholder management
- Agile WoW. Comfortable in an Agile Release Train

## EXPERIENCE

### FedEx - 2021 - present

Senior specialist responsible for improving global organic performance. We act as a capability centre, enabling regions with globally scaled tooling and solutions leveraging AI.

### Action - 2019 - 2021

Senior SEO-specialist responsible for optimizing category and product pages for 8 countries in Europe. Responsible for engaging a machine learning pilot for product description text in a pre-chatGPT era.

### SDIM online marketing - 2015 - 2019

Sr. SEO-specialist responsible for over a dozen clients with a focus on B2B. Responsible for introducing new services such as the online video academy, content marketing and SEO-copywriting workshops.

### Hotelprofessionals - 2013 - 2015

Online marketeer with emphasis on SEO: copywriting, e-mail marketing, social media strategy and offline marketing (flyers, posters - print work).

### Multiple roles - 2010 - 2013

Social Media analyst - Buzzcapture (acquired by Obi4Wan)  
Freelance SEO-copywriter and front end developer  
Internship online copywriter - WarChild foundation

## EDUCATION

### Rijksuniversiteit Groningen - 2008 - 2010

Master International Relations

### Rijksuniversiteit Groningen - 2004 - 2008

Bachelor International Relations



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