

Bart Wagener, MA

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Sr. SEO-specialist

Born: 13-10-1984
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Profile

I am a passionate SEO-professional always looking to test myself by engaging with increasingly complicated SEO-challenges. It's what gives me energy. E.g; for Action I initiated a machine learning pilot for product description pages (before ChatGPT was a thing). For FedEx we are building a programmatic content creation process to capitalize on keywords like shipping to {city/country}

I love sharing my passion. I have been lucky to do so as a trainer for colleagues and clients but also as an internal stakeholder.

Experience

Sr. SEO-specialist **Fedex.com** - 01/07/2021 - present

Building processes is the name of the game at FedEx. There are no processes for SEO and very little awareness of SEO best practices.

- ❑ Using an existing platform called the marketing academy, we spread SEO awareness across the organization via webinars and workshops
- ❑ Global keyword data was not available. Localizing an English master with vendor (Acolad) for largest markets EU, MEISA, LAC and APAC
- ❑ Creating content creation process for C2C (city to city / country to country) across EU. Goal: turn it into programmatic (AI augmented) content generation "machine" globally
- ❑ Examples
 - ❑ Onboarding enterprise level tooling and vendors such as Conductor and Acolad while keeping Screaming Frog because it's simply the best
 - ❑ Founding TeSSC (technical SEO steering committee, global remit) to push stories through the ART
 - ❑ Fixing XML-sitemaps with poorly implemented Ahreflang tags
 - ❑ PageSpeed optimizations
 - ❑ Improving local visibility via Yext. Mainly aligning source systems.

Sr. SEO-specialist **Action.com** - 01/12/2019 - 31/6/2021

As the only SEO at Action maximizing impact is a fun challenge. I do this by building bridges across departments. I use what was there already and add to it.

- ❑ Agile way of working for technical optimization
- ❑ Trainer and stakeholder for the copywriting team. Working towards agile marketing.
- ❑ Examples
 - ❑ Leveraging machine learning for product page optimization

- Server Side Rendering (SSR) for maximal discoverability for a VueJS framework.
- Maintaining 1500+ Google My Business locations (via Uberall)
- Turning URL and category selection from inside-out to outside-in (taxonomy)
- Implementing search and merchandising via Algolia (faceted search)

Sr. SEO-consultant [SDIM](#) 01/12/2015 - 01/10/2019

- Sr. SEO-consultant. Full stack-SEO. Content, technique and authority
- SEO-trainer (ex- and internal training sessions, creating my own products)
- Content marketing
- Sales experience
- Some clients: Anicura.nl, Mollie (interim), XXL-nutrition, BMN.nl, Hearst Media (Quest, Vogue and Men's Health among other titles).

2012 - 2015: social media consultant & trainer (Buzzcapture, acquired - Obi4Wan), freelance SEO-copywriter and front end developer, online marketeer (Hotelprofessionals)

Education

Master and Bachelor [International Relations](#) (IB/IO), 2004-2010, Faculty of Arts, Rijksuniversiteit Groningen

Specialized in international (war) ethics, causes of political violence and (Dutch) foreign aid.

Skills

SEO	●●●●○	HTML	●●●●○
Content Marketing	●●●●○	CSS	●●●●○○
Google Analytics	●●●●○	JavaScript	●●●●○○
Google Tag Manager	●●●●○	Python	●●●●○○
Screaming Frog	●●●●○	Excel	●●●●○
DeepCrawl	●●●●○	WordPress	●●●●○
SEMRush	●●●●○	DataStudio	●●●●○○
Ahrefs	●●●●○	MySQL	●●●●○○
Dutch	●●●●○	Accountmanagement	●●●●○
English	●●●●○	Presenting /speaker	●●●●○○

Spanis**h**

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Trainer

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