

Bart Wagener, MA

Matsmanzoom 31
1541 SP, Koog ad Zaan
06 54 72 10 59

Sr. SEO-specialist

Born: 13-10-1984
Nationality: Dutch
bartwagener@gmail.com



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](https://www.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 marketer (Hotelpprofessionals)

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	●●●●●

Spanish



Trainer

