

# BJORN YOREY

Concord, NH

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GitHub: <https://github.com/byourey> | Portfolio: <https://byourey.github.io/My-Portfolio/>.

## SUMMARY

***SEO Analyst who excels at leveraging the power of social media works to boost brand loyalty and visibility. Able to use blogs, online communities, and social media platforms and create highly targeted web content that drives inbound traffic.***

## TECHNICAL SKILLS

**Languages: JavaScript, HTML 5, CSS**

**Applications: Workday Planner, Password Generator, Code Quiz**

## PROJECTS

Stretch N Strengthen :

<http://stretch-n-strengthen.herokuapp.com/>

<https://github.com/crrmarchese/stretch-n-strengthen>

- Exercise app with options to add routines
- Sequelize, Express, Node, JavaScript, jQuery, CSS 3, Bulma, HTML 5, GitHub, VS Code Terminal,

Easy Recipezy :

<https://github.com/tonipow3ll/drinks-and-dinner>

<https://tonipow3ll.github.io/drinks-and-dinner/>

- Meal and drink generator with enhanced search features, local storage and more
- Utilized Regex to loop through all object keys matching a specific phrase; led scrums
- JavaScript, jQuery, CSS 3, Bulma, HTML 5, GitHub, VS Code Terminal, Lighthouse

Password Generator:

<https://github.com/byourey/My-JS-Password-Generator>

<https://byourey.github.io/My-JS-Password-Generator/>

- Created an app to generate a random password for a user using various options
- Created functions ensuring users can generate a random password
- JavaScript, CSS 3, HTML 5, GitHub, VS Code Terminal

Workday Planner:

<https://github.com/byourey/My-Work-Day-Scheduler>

<https://byourey.github.io/My-Work-Day-Scheduler>

- Created a day planner which shows hourly timeblocks with different
- Created functions ensuring user can choose a timeblok and enter text and save it.
- JavaScript, jQuery, CSS 3, Bootstrap, HTML 5, GitHub, VS Code Terminal

## EXPERIENCE

### SEO Manager

Dec 2019 – Present

#### Tailored Living of Southern NH

Concord, NH

Utilize keyword research tools to track progress and performance. Prepare comprehensive strategy updates, reports, and forecasts. Prepare daily, weekly and monthly tracking reports for traffic and keyword performance. Troubleshoot poor ranking and develop implement strategies. Create presentations to convey strategies, results, and goals to both internal and external stakeholders

#### *Key Accomplishments:*

- Was able to get a lot of leads even though things were slow during the pandemic.

### Assistant Client Manager

Mar 2014 – May 2016

#### RR Donnelley

Chennai, India

Handled a team of 30 agents. Responsible for meeting team and project targets. Conducted daily, weekly and monthly meetings with team members. Conducted yearly appraisals discussions with them on their performance, positive feedback, ways to improve. Co-ordinated projects by communicating effectively with clients and internal teams to ensure all steps are followed and project stayed on track.

#### *Key Accomplishments:*

- Received the Best Manager award for a month as my team stood first across 5 teams.

### Team Leader

Sep 2008 – Dec 2013

#### Merit Group

Chennai, India

Looked after respective team and guided them along looking after their performance. Prepared statement of work for respective projects handled. Handled multiple teams and complexed projects at one time. Assisted in implementing ways of resolving problems drafting objectives aimed at improving performance. Interacted with clients regarding the progress of the projects. Was responsible for recruitment, development, personal coaching of team members and accountable for high team performance.

#### *Key Accomplishments:*

- Was ranked the No 1 team for 3 consecutive months across 2 countries and received the Best Team Leader award