

# Jose Ramirez

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A results-driven SEO Specialist with 10+ years of experience, specializing in content strategy, search engine marketing (SEM), and meta elements. A strong history of building and Leading diverse digital marketing teams to execute complex SEO initiatives. Adept at identifying opportunities to enhance keyword optimization based on market indicators and Google Analytics.

## Education

**Bachelor of Science (E&S.)  
Marketing**

Temple University, New York, NY  
September 2007 - May 2011

## Key Skills

- Search Engine Optimization (SEO)
- ◆ Content Development
- ◆ Campaign Management
- ◆ Keyword Optimization
- Content Management System (CMS)

## Certifications

- Inbound Certification, HubSpot Academy, 2014
- Content Marketing Certification, HubSpot Academy, 2012

## Professional Experience

**Senior SEO Specialist**

PNC Bank, Philadelphia, PA | August 2016 - Present

- Develop and execute SEO strategy for the website of a leading national bank, redesigned sitemaps,integrated backlinks, and enhanced keyword optimization to improve unique, organic traffic by 140% YOY across product pages for banking services
- Manage a team of 15+ digital marketing professionals to conduct in-depth research on industry keywords, perform SEO audits, and refine sitemaps
- ◆ Reduce bounce rates from 45% to 34% by optimizing content relevance for audiences and identifying opportunities to improve page Load times

**SEO Specialist**

Web Solutions Corp., Philadelphia, PA | May 2011 - August 2016

- Executed digital marketing initiatives and campaigns for ten client accounts valued at up to \$250K across various market segments, which included revamping website layouts, identifying optimal URLs, and leveraging Google Analytics to drive web traffic
- ◆ Created meta tags, optimized keywords, identified opportunities to improve on-page aspects, developed title tags, and increased organic traffic by 120%-130% on average