

MEGHAN GRAYSON

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An SEO Specialist with five years of experience, specializing in digital marketing, HTML, keyword optimization, meta descriptions, and Google Analytics. A proven track record of executing high-impact campaigns to enhance the online presence of emerging brands. Adept at collaborating with cross-functional teams and clients to refine content strategy.

PROFESSIONAL EXPERIENCE

SEO SPECIALIST

Organic Growth Partners Inc., New York, NY | December 2018 - Present

- ◆ Lead SEO marketing initiatives for 20+ client accounts valued at \$100K-\$150K, optimize content and on-page elements, identify keywords and title tags with high SEO potential, and drive improvements in organic traffic by up to 200%
- Oversee a website redesign project for a real estate business following a name change, identify optimal header tags, integrate meta descriptions, and reduce Load times on top pages, resulting in a first page Google ranking
- Increase organic traffic by 110% for a beauty and health blog website by updating web page copy, improving keyword optimization, and selecting high-performance URLs

SEO SPECIALIST

Carter* & Johnson Legal Associates, New York, NY | May 2016 - December 2018

- ◆ Defined SEO strategy to revamp the website of a prestigious Legal firm, performed SEO audits on web pages, conducted competitor research, and provided recommendations for on-page optimization, which reduced bounce rates from 55% to 30%
- ◆ Identified appropriate titles and keywords for blog posts on personal injury, vehicle Laws, worker's comp, and diversified backlinks, resulting in a top ten Google ranking

EDUCATION

BACHELOR OF SCIENCE (B.S.) MARKETING

Columbia University, New York, NY | September 2011 - May 2016

KEY SKILLS

- ◆ Search Engine Optimization (SEO)
- ◆ Link-Building Campaigns
- ◆ Keyword Optimization
- On-Page Optimization
- ◆ A/B Testing

CERTIFICATIONS

- Inbound Certification, HubSpot Academy, 2018
- Content Marketing Certification, HubSpot Academy, 2016