

ALEX SHUTE, MBA

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SEO, Digital Strategy, Remote Project Management

SEO Skills

- Keyword Research
- Competitor Analysis
- Editing & Proofreading
- Interlinking and Backlink Acquisition
- Contractor and Vendor Management
- Proficient in all major SEO tools
- Operations Management
- WordPress Backend
- Current with SEO Industry Best Practices
- Self-managed & Entrepreneurial in Approach

Professional Experience



Hummingbrd delivers SEO strategies for world-class businesses and elite professionals.

SEO Strategist & Consultant

March 202 – Present

- Hummingbrd has a proven track record of understanding how organic search plays into larger marketing efforts.
- Proficient in the following tools: WordPress, Google Search Console, Ahrefs, Screaming Frog, PageSpeed Analysis, Google Tag Manager, SurferSEO, LinkWhisper, SEMrush, CSS, HTML, Google Analytics, On-page/Off-page/Technical SEO, Slack, Google Suite, Metadata, Schema, etc



FaithGiant is a Christian lifestyle website that encourages people to live a life of Faith, Hope, and Love.

SEO Lead

June 2020 – Present

- Increased organic traffic to 91.6% through conducting complete technical site audits, and on and off strategies
- Perform ongoing link audits in order to uncover toxic links and recover rankings
- Created content gap analysis between competitors to ensure content creation is on track with key competitors
- Gain valuable backlinks in order to increase page rank in the Christian lifestyle niche through digital PR
- Create outreach campaigns to gain links which yield a 15-20% open rate and a 2-5% reply rate
- Corrected 100's of pages with Coverage and Experience issues within Google Search Console
- Discovered WordPress plugins with bugs that were causing SEO issues
- Researches, organizes, and prioritizes large amounts of data in order to make informed decisions
- Through manual investigation, discovered technical issues caused by a developer and corrected issues
- Optimize schema, meta data and other on-page ranking factors to increase rankings from page 2 to page 1
- Manage team of 3 writers and 2 SEO Specialists
- Develop overall content strategy – over 280 original articles published
- Proofread and provide ongoing feedback and support to team
- Implement CSS and HTML on site when necessary



OneHope's mission is to affect destiny for all children and youth of the world.

Ministry Strategist, Asia

March 2021 - Present

- Leading strategy for the Asia Pacific and Southern Asia geographic regions
- Responsible for:
 - Consults organization at-large on organic traffic and SEO
 - Discovering & establishing sustainable business models to support OneHope's operations and mission.
 - Developing and spreading a unified digital strategy
 - Initiating key partnerships in business and ministry

Localization Project Manager (*The Bible App for Kids*)

March 2015 – February 2021

- Currently 75M+ downloads and localized into 70+ languages
- Train and oversee international field teams in localizing content into their native language - text, audio, and video subtitles
- Responsible for updating and maintaining workflows and schedules
- Provide regular progress updates to managers and all appropriate stakeholders
- Closely monitor localization and mastering progress for up to 6 languages simultaneously on 5 continents
- Work closely with partner organization, YouVersion, in ensuring expectations and quality are met
- Responsible for invoicing, budgets, contracts, and payments

UPWARDEXITS

January 2018 – December 2020

Upward Exits works closely with buyers and sellers in business transactions over \$500,000.

SEO Specialist

- Performed website audits and due diligence on websites that sold for 6 and 7 figures
- Helped buyers of new content website develop and continue SEO strategies in order to maximize their newly acquired sites
- Created channel for inbound leads on company site by increasing organic traffic to 93.4% of total traffic
- Analyzed 100's of pages (through audit tools and manual efforts) in order to uncover room for improvement and potential threats to the sites rankings
- Developed content gap analysis and outlined 3-4 actionable SEO opportunities for the new buyer to take advantage of
- Initiated partnerships to increase website exposure and rankings through authoritative links
- Performed link audits and uncover PBNs and link schemes which made websites less valuable and not viable assets to be sold
- Communicated the 'state of SEO' of a particular site or group of sites to potential investors
- Worked closely with buyers and sellers of digital businesses. Especially online businesses focused on SEO and organic search
- Attended 4 international SEO conferences and learned leading SEO strategies
- Learned both key foundations and advanced techniques surrounding SEO and organic search
- Responsible for building a pipeline of buyers and sellers of online businesses



Interactio

May 2016 – October 2018

Interactio is an audio streaming company which has enabled 976,000 listeners in 111 countries to communicate in their preferred language.

Global Business Development Manager

- Collaborating with Founders to create rapid growth plan
- Product/Market Fit research – successfully identified key US market for company's product
- Continuously advising Product Development team in Europe on the User Experience in America
- Driving growth and revenue through closing annual subscriptions
- Responsible for Team Development and scouting new talent



Resident of Japan

Jan 2010 – March 2015

Teacher

- First responder in March 2011 Earthquake and Tsunami
- Owned and operated a business that exported used Japanese vehicles internationally (Shute Trading)
- Resident of Japan from 2010 to 2015
- Activities included: teaching, volunteering, starting multiple businesses and participating in community development.



World Vision International

June – August 2008

World Vision's mission of improve the lives of over 150 million children, their families, and communities.

Global Treasury Intern

- Responsible for processing payment and tracking monthly Funding Requests for 84 countries
- Updated and maintained interest rates and interest earned for 26 Investment Center accounts held at Global Treasury
- Gained experience in Foreign Exchange through processing banking transactions in 25 currencies
- Interfaced with Senior Staff regarding the organization's structure, policies, operations, mission, and international influence

Education & Volunteer

Masters of Business Administration – 2016 | West Texas A&M University

Bachelor of Science in International Business, School of Business and Management – 2008 | Azusa Pacific University

Study Abroad, Lithuania - 2007 | LCC International University

Summer Scholar, Candler School of Theology - 2004 | Emory University

Eagle Scout – 2004 | Boy Scouts of America