

# JAMES CLARK

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## Professional Summary

Creative, driven and committed to helping businesses generate leads and increase brand awareness through Search Engine Optimization and other digital marketing tactics. Highly knowledgeable of the signals that Google uses to rank websites. Coachable and willing to learn more about every facet of online marketing. Accomplished in improving search engine rankings for businesses in many different industries.

## Skills

Knowledge of HTML & CSS

Ranking Signals

Google Search Console

Digital Marketing

Yoast

Photoshop, Indesign, Illustrator & Adobe XD

On-Page & Off-Page SEO

Google Analytics

Inbound Marketing

Wordpress

Hootsuite

## Work History

**SEO & Digital Marketing Admin**, 01/2019 to Current

**Searchpro** – Nashua, NH

Worked directly with the president of Searchpro and ran entire SEO department.

Educated clients on rankings, ranking signals and analytics by presented monthly reports.

Developed SEO strategies and worked directly with the business owners of Law Firms, Data Storage Companies, Insurance Agencies, Restaurants & more.

Increased rankings and organic traffic for 100+ clients in an array of different sectors & industries.

Performed automated and manual competitor analyses by examining website structure, content, domain authority, off-page metrics & on-page practices.

Conducted keyword research and sought out best search term opportunities for local and national businesses.

Performed technical SEO audits to identify and correct any issues or errors such as 404 issues, 301 redirects, duplicate content & more.

Played instrumental role in creating search engine friendly websites by working with the web development team to create simple and comprehensive website navigation.

Implemented appropriate META tags, H1 headers & Alt attributes in accordance to on-page SEO best practices

Produced original and keyword focused content for businesses in different industries while maintaining proper keyword density.

**Digital Marketing Manager**, 03/2019 to Current

**Pro Kitchens & Trim** – Londonderry, NH

Created website and SEO strategy from the ground up in order to generate more bathroom, kitchen and home remodeling leads.

Produced 1st form fill within one month of having an active domain.

Generated a total of 90+ leads within the first year after website creation via organic search & social media marketing.

Maximized website architecture and siloed each service to it's own category and landing page.

Created social media posts, promotions and paid ads on Facebook to increase brand visibility and update potential and current customers.

Helped grow business and operations to the point of needing to hire 2 new employees and purchasing 1 new box truck.

## **Education**

**Digital Marketing Certificate:** Digital Marketing, 09/2018

**University of Vermont** - Burlington, VT

**Bachelor of Science:** Business Administration, 05/2018

**Champlain College** - Burlington, VT