**Austin Lund**

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**EXPERIENCE**

**Allstate** Sandy,UT; Manassas, VA

*Licensed Property**and**Casualty**Sales**Producer*December 2017-June 2018

* Prepared quotes for new prospects for Auto, Home, Renters, Condo, etc., and was persistent in leading them through the sales process
* Followed our agency’s follow-up process by calling, emailing, and texting prospects multiple times throughout the month and year
* Wrote new business and continued to follow up with new customers on anything they needed to complete
* Received P&C license within 50 days of employment, and successfully completed Allstate’s binding authority course
* Top sales producer (26 items) in our agency (out of 10 sales producers) in March 2018 after completing Allstate’s binding authority course
* Provided excellent customer service to existing customers—assisted in payments, changing coverages, adding/replacing new vehicles, claims, billing, etc.
* Fluent in Tagalog (Filipino). Elementary proficiency in Spanish (4 years in high school).

**Big Leap** Lehi, UT

*Local SEO Specialist* December 2015-November 2017

* Responsible for completing and reporting monthly citation work for all clients on Small Business team at Big Leap
* Trained new employees and members of all teams at Big Leap in Local SEO concepts and intricacies of GMB and citation work. Assisted in actual local SEO work on all teams when necessary
* Utilized and very familiar with Moz Local, WhiteSpark, and BrightLocal tools—especially CitationBurst, CitationTracker, and WhiteSpark’s citation services (Audit/Cleanup and Building service)
* Continually developed an in-depth knowledge of local search tactics. Also have knowledge of organic SEO and PPC
* Published my [Top 50 Citation Sites for Local SEO: The Ultimate Step-by-Step Guide](http://www.bigleap.com/blog/top-70-citation-sites-for-local-seo/)
  + Darren Shaw, CEO of WhiteSpark, and Nyagoslav Zhekov plan on hosting my article on WhiteSpark’s [Resources page](https://whitespark.ca/resources/) sometime in 2018
* Published a guest blog post on BrightLocal’s blog called [Why Every Business Needs to Build Citations](https://www.brightlocal.com/2017/11/28/every-business-needs-build-citations/)
* Experience with outreach, HARO, on-site auditing, link audits, on-page optimization, review campaigns

**Leadgenix** Provo, UT

*Local Search Manager* August 2014-December 2015

* Managed all local SEO clients at Leadgenix and trained members of the local SEO team
* Manually created, updated, and optimized Google My Business pages and citation listings
* Worked with clients on verifying listings by phone on data aggregators and other top tier citation sites
* Discovered workarounds to bypass verifications on some of the top tier sites, including Bing, Foursquare, and YP
* Kept up to date with the local search industry news and updates
* Managed all AdWords Express campaigns and managed a couple PPC campaigns

**Leadgenix** Provo, UT

*SEO Engineer/Local Listings Specialist* May 2012-August 2014

* Built backlinks through SEO tasks to help SMBs rank higher on search engines
* Worked on improving local listings for 60 clients
* Created instructions on how to do web directories and blog commenting for new employees
* Was allowed to work remotely for six months in 2013 in Virginia

**State Farm** Provo, UT

*Intern* March-August 2011; November 2012-April 2013

* Made outbound calls to seek out new prospects for auto and small business liability quotes
* Prepared auto quotes for interested prospects
* Assisted clients as needed; took calls and payments
* Gained confidence of manager

**Leadgenix** Provo, UT

*Internet Marketing Intern* January 2011-March 2011

* Learned and applied internet marketing tactics, including SEO, PPC, HTML, CSS, and content marketing

**EDUCATION**

**Brigham Young University** Provo, UT

*General Studies*

* Got into the Marriot School of Management
* Took courses in accounting, economics, statistics, calculus, advanced writing, and information systems
* Completed all general education classes
* BYU Men’s Chorus, BYU Singers, BYU Concert Choir

**Southern Virginia University** Buena Vista, VA

*General Studies*

* JV Basketball, Chamber Choir

**SERVICE**

**The Church of Jesus Christ of Latter-day Saints** Manila, Philippines

*Full-time Volunteer Representative* July 2005-July 2007

* Trained groups of up to 12 peers on how to set and achieve goals and improve teaching skills
* Worked 90+ hours per week teaching family values and encouraging philanthropy
* Learned both written and spoken Tagalog (Pilipino) fluently
* Recognized for teaching a total of 73 new people in one week while the standard goal was 16

**Missionary Training Center** Provo, UT

*Teaching Resource Center Volunteer* February 2009-December 2015

* Assisted in helping missionaries refine their teaching capabilities and offered advice on how to improve
* Spoke only in Tagalog to all missionaries and gave feedback in order to help improve their language skills

**PERSONAL**

* Languages: Fluent in written and spoken Tagalog (Filipino). Elementary proficiency in Spanish
* Extra-curricular: Former Bass II in Mormon Tabernacle Choir
* Sports: basketball, competitive sprint swimming, volleyball
* Other: Eagle Scout, playing piano, oldies music, movies, dancing, hiking, Asian food, Philippine mangos