

MASON FRANCESCHI

SEO Specialist

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[GitHub](#) | [Linkedin](#)

EXPERIENCE

Prospecta Marketing | SEO Specialist

Remote - USA | May 2021 - Present

- Managed SEO and WordPress optimization for 16 dental practice clients across North America.
- Executed technical SEO initiatives, including speed optimization, mobile responsiveness, and structured data markup, leading to improved search engine rankings and organic traffic.
- Implemented on-page SEO techniques such as meta tag optimization, heading structure improvements, and content enhancements, significantly increasing visibility and relevance in SERPs.
- Conducted comprehensive keyword research and analysis, identifying strategic opportunities for optimization and growth.
- Developed and executed link-building strategies to enhance product awareness and website authority.
- Regularly utilized SEO tools such as Google Search Console, Ahrefs, SEMRush, and Botify to monitor and improve site performance.
- Analyzed performance metrics and provided detailed reports, driving data-driven decision-making and strategy optimization.

MyLeadCycle | Business Assistant

Remote - USA | August 2019 - November 2020

- Spearheaded the implementation of automated email marketing campaigns and devised retention strategies using tools like MailChimp and Zapier.
- Led landing page design and A/B testing for Instagram ads, optimizing lead generation efforts and increasing conversion rates.
- Orchestrated data-driven marketing initiatives and refined workflow processes, improving campaign efficiency and performance.
- Integrated HubSpot tracking functionality on WordPress sites, enabling clients to monitor and analyze growth metrics effectively.

SKILLS

Programming Languages: C, Python, JavaScript

Libraries/Frameworks: HTML5, CSS3, Basic exposure to React.js, and Next.js

Tools / Platforms: SEO PowerSuite, Screaming Frog, SEMrush, GA4, WordPress, Search Console

PROJECTS / OPEN-SOURCE

SEO Checklist | [Link](#)

HTML, CSS, JavaScript

A Comprehensive SEO Checklist. Soon to dynamically update with the results of a page audit performed by a companion Chrome extension.

Background Color Generator | [Link](#)

HTML, CSS, JavaScript

A web application that allows users to create custom gradient backgrounds. It provides a user-friendly interface for selecting colors and gradient directions, making it simple to generate and use CSS gradient backgrounds for web design projects.

CERTIFICATIONS

- Google Analytics 4 - **Google**
- HubSpot SEO 1 - **HubSpot**
- Search Engine Optimization - **Zero To Mastery**
- Advanced Google Ads training with Brad Geddes - **SMX Advanced**