

NICK VALITON

SEO Manager

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PROFESSIONAL SUMMARY

Strategic SEO Manager with 6+ years of experience scaling organic growth for enterprise clients and SMBs across traditional and AI search. Expert in executing data-driven SEO/AIO strategies, leading high-impact projects, and managing cross-functional teams to boost organic traffic and revenue. Author of two industry eBooks on AI in SEO.

EXPERIENCE

SYNAPSE SEM

Boston, MA

SEO Manager

2023 - Present

- Direct SEO strategy for 12+ clients, leading a team of 6 analysts to exceed traffic and pipeline growth targets
- Improved client page 1 rankings by 108% YoY with a content strategy driving +19% traffic and \$1M in pipeline
- Led local SEO strategy for global fitness brand with 2.6k+ locations, driving 10%+ YoY increase in local traffic
- Managed Google Merchant Center feed for regional eCommerce brand with 160k+ products
- Partner with agency founder to build pipeline strategy, driving new business development and revenue growth
- **Agency Services Enhancement**
 - Developed a new YouTube SEO service offering, which drives \$8k+ in incremental MRR for the agency
 - Co-lead agency initiative to automate SEO reporting efforts, saving 20%+ in monthly team hours
 - Built and standardized Looker Studio dashboards for all clients to improve performance storytelling across SEO, PPC, and AI search
- **Lead Agency in AI-First Evolution**
 - Researched and wrote 2 agency eBooks on the role of AI in SEO, including measurement and optimization techniques across Google's AI Overviews, ChatGPT, and other AI engines
 - Implemented SerpAPI to automate AI reporting, including client brand mentions & citations
 - Leading the AI/SEO integrated services rollout to existing clients with average +25% revenue upsell

HEART OF NEW ENGLAND COUNCIL, SCOUTING AMERICA

Rutland, MA

VP of Marketing & Communications, Executive Board Member, Alumni Association Chair

2025 - Present

- Lead strategic marketing and internal communications for central Massachusetts Scouting program
- Lead 5-member committee executing cross-channel campaigns to achieve 10% YoY membership growth
- Strengthening visibility of regional programs and alumni engagement through social channels and live events

DIGITAS

Boston, MA

Intern, Analyst, Senior Analyst

2019 - 2023

- Led SEO strategy and audits for 3+ enterprise clients, delivering and presenting actionable recommendations
- Secured \$200k in agency revenue by developing SEO scope proposal for global vitamin brand
- Selected to represent the agency in the 2022 Institute of Advanced Advertising Studies Program

EDUCATION

BOSTON COLLEGE

Chestnut Hill, MA

Bachelor of Arts, Communication; Minor in Management & Leadership

2016 - 2020

SKILLS & INTERESTS

- **Core SEO:** AI Search Measurement, On-Page SEO, Technical SEO, Keyword Research, Content Strategy, ASO
- **Tools:** GA4, Google Search Console, Ahrefs, Moz, SEMrush, Screaming Frog, Looker Studio, Frase, STAT
- **Other Skills:** Client & Project Management, Business Development, Team Leadership, Executive Stakeholder Communication, Process Improvement
- **Interests:** Camping, Bonsai, Web Design, Guitar, Golf, New England Lighthouse History & Photography