

# NICOLE GALLO

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Nicole is currently a full-time search engine optimizer & a part-time self-taught web developer, passionate about technology and innovation.

She is seeking out new opportunities in marketing and content strategy where she can apply my current skills while continuing to grow and learn in a new field or industry.

## SKILLS

Copywriting | SEMRush | Majestic | AB Testing | Google Webmaster Tools | Botify |  
HTML | CSS | SQL | Schema Markup | Web Hosting | WordPress

## WORK EXPERIENCE

**Senior SEO Content Specialist** | Zazzle | July 2019 – Present

- Produced long-form SEO blog content for [Zazzle Ideas](#) (launched 2019) to drive new user traffic based on informational queries, generating 400,000+ organic clicks & 27MM impressions
- Managed a content team of 10 copywriters to produce SEO content and FAQ copy for 800+ top category and search pages (e-commerce), generating ~45% YoY SEO traffic growth
- Contributed to a team of SEOs and engineers to develop an internal content tool for producing at-scale FAQ content on 50,000+ category, search and product pages
- Executed 100+ SEO A/B Tests (using Split Testing methodology) on title tags, h1/h2s and meta descriptions on category, search and product pages, generating \$4.1MM of estimated annualized uplift

**Social Media Manager** | Zazzle | Aug 2021 – Sept 2022

- Engaged in social media copywriting, scheduling, posting, and monitoring of Zazzle's organic social channels on TikTok, Instagram, Facebook and Twitter
- Increased follower count +20.5% YoY growth; impressions 111MM, 218,000+ avg. reach

**SEO Specialist** | Zazzle | July 2017 – July 2019

- Promoted to **Senior SEO Content Specialist** in July 2019

## PROJECTS

- Long-form SEO blog content: [What to Write in a Christmas Card](#)
- On-page SEO content (located at the bottom of the page): [1st Birthday Invitations - Optimized FAQ Copy](#)
- SEO A/B Testing, using Split Testing methodology: Added 'Templates' keyword to title tag on invitations (\$100k of estimated annualized uplift)

## EDUCATION

**Bachelor of Science in Economics** | Purdue University | August 2013 – May 2017

**Concentration in Management Information Systems** | Purdue University | August 2013 – May 2017

**Certificate Program, Entrepreneurship & Innovation** | Purdue University | August 2013 – May 2017