

NICOLE GALLO

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I am a full-time search engine optimizer and a part-time self-taught web developer, passionate about technology and anything connected to the online world. Whether it's mobile applications and website development or formulating new SEO strategies, I strive to create new technologies applicable to both my professional work and personal life.

I'm seeking out to pursue alternative career paths in tech, specifically an entry level position where I can apply my current skills in a work environment while continuing to learn.

SKILLS

Web Dev Tools: HTML | CSS | JavaScript | Web Hosting | WordPress

SEO Tools: SEO Copywriting | SEMRush | AB Testing | Google Webmaster Tools

WORK EXPERIENCE

Senior SEO Content Specialist | Zazzle | 2019 – Present

- Produced long-form SEO content for Zazzle Ideas (launched May 2019) to drive new user traffic based on informational queries, generating 275,000+ SEO clicks (year-to-date) & 17.5MM impressions (year-to-date)
- Managed a content team of 10 writers to product SEO copy and FAQ copy for 800+ top category and search pages (e-commerce), generating ~45% YoY growth
- Executed 70+ SEO A/B Tests (using Split Testing methodology) on title tags, h1s and meta descriptions on category, search and product pages, generating \$3.1MM of estimated annualized uplift

SEO Specialist | Zazzle | 2017 – 2019

- Recommended changes to website architecture, content and linking to improve SEO positions for target keywords
- Performed ongoing keyword discovery, expansion and optimization to increase organic search footprint and drive relevant site traffic
- Identified areas of opportunity with merchandising, content and product marketing teams to develop content on categories, products and store pages and optimize internal links for each marketing initiative
- Tracked, reported and analyzed website analytics to drive strategy and improve user experience

EDUCATION

Bachelor of Science in Economics | Purdue University | 2013 –2017

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

PROJECTS

BYOR – Build Your Own Resume (2021) | Winter 2021 – December 2021 | [GitHub](#) | [Deployed Site](#)

Code With Madi – HTML & CSS Website | Summer 2018 | [GitHub](#) | [Deployed Site](#)

Burton D. Morgan Business Plan Competition - Semi Finalist | [Executive Summary](#) | [Business Plan](#)

Microsoft Hackathon - 1st Place Winner – Ereo Application for Windows Phones | [Video Demo](#)