

# NICOLE GALLO

Ann Arbor, MI | 408-529-1622 | nicole.gallo@outlook.com | [LinkedIn](#)

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, internship or coding apprenticeship where I can apply my current skills in a work environment while continuing to learn.

## SKILLS

SEO Copywriting | SEMRush | AB Testing | Google Webmaster Tools | WordPress | HTML | CSS | JavaScript | Teamwork & Collaboration | Problem-Solving

## WORK EXPERIENCE

**Senior SEO Content Specialist** | Zazzle | July 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 | July 2017 – July 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 | August 2013 – June 2017

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

**Web Development Bootcamp (Part-Time)** | Udemy.com | March 2020 – Present

## PROJECTS

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

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

2015 Burton D. Morgan Business Plan Competition - Semi Finalist | [Executive Summary](#) | [Business Plan](#)

2013 Microsoft Hackathon - 1<sup>st</sup> Place Winner – Ereo Application for Windows Phones | [Video Demo](#)