

# Nicole Gallo

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San Jose, CA (Open to Relocation) | 408-529-1622 | [nicole.gallo@outlook.com](mailto:nicole.gallo@outlook.com) | [LinkedIn](#)

## Summary

- Currently a full-time search engine optimizer & a part-time self-taught web developer, passionate about technology and innovation.
- Seeking out new opportunities in marketing and content strategy where I can apply my current skills while continuing to grow and learn in a new field or industry.

## Experience

### **SR. SEO CONTENT SPECIALIST | ZAZZLE | JULY 2017 - 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
- Created and ran a SEO campaign to experiment with AI-generated blog content, decreased our operating costs by 50%
- 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
- Worked closely with merchandising and UX teams to provide SEO recommendations for content and linking opportunities on top pages
- Performed extensive keyword research on top moments and evergreen content to support SEO growth
- Stayed informed on SEO and content marketing industry trends in order to pivot goals and grow traffic

### **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
- Created organic and paid social campaigns to promote new product launches and Zazzle features
- Worked closely with branding and creative teams to produce new video and image assets
- Moderated user generated content to ensure all external posts were appropriate and amplified the Zazzle Brand

## Skills

### **SEO & MARKETING**

- Copywriting
- Blogging
- SEMRush

- A/B Testing
- WordPress
- Social Media
- Photoshop

## **TECHNICAL**

- HTML
- CSS
- SQL

## **Education**

### **BACHELOR OF SCIENCE | 2013-2017 | PURDUE UNIVERSITY**

- Major: Economics
- Concentration: Management Information Systems
- Certificate: Entrepreneurship & Innovation