

NICOLE GALLO

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

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

I'm seeking out new opportunities in marketing and content strategy where I can apply my current skills while continuing to grow and learn.

SKILLS

Web Dev Tools: HTML | CSS | SQL | Java | Schema Markup | Web Hosting | WordPress

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

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

SEO & CONTENT WRITING 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 – June 2017

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