

Mario Le

Senior SEO Specialist

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Professional Summary

Senior SEO Specialist with over 8 years of experience designing and executing SEO strategies for high-traffic websites. Expert in technical audits, content strategy, and team leadership. Skilled at leveraging data-driven insights to drive organic growth and improve search visibility.

Skills

Technical SEO, Content Strategy, Enterprise SEO, Crawl Optimization, GA4, Ahrefs, SEMrush, Python for SEO, SEO Roadmapping, Team Management

Experience

Senior SEO Specialist - NovaRank Digital (2019 - Present)

- Led SEO strategy for a SaaS company, increasing organic leads by 60% YoY.
- Implemented SEO workflows using Python scripts for crawl analysis and automation.
- Mentored a team of 4 SEO analysts and managed cross-functional projects.

SEO Consultant - Freelance (2016 - 2019)

- Delivered technical audits and strategy roadmaps for startups and small businesses.
- Focused on link building, on-page optimization, and local SEO tactics.

Education

M.A. in Digital Strategy, University of Washington, 2015