

Alexandra Rice

SEO Specialist

alexandra.rice@email.com

Professional Summary

SEO Specialist with 4+ years of experience optimizing web presence through technical audits, competitive analysis, and high-conversion content strategies. Proven success in increasing organic traffic and improving SERP rankings across various industries.

Skills

Technical SEO, Backlink Analysis, On/Off-Page SEO, SEMrush, Ahrefs, GA4, Content Planning, HTML, Schema Markup, Rank Tracking

Experience

SEO Specialist - WebGroove Digital (2021 - Present)

- Increased organic traffic by 42% for an e-commerce client within 6 months.
- Conducted technical SEO audits and implemented structured data markup.
- Worked with developers to improve page speed and mobile usability.

SEO Analyst - RankCore Solutions (2019 - 2021)

- Monitored keyword trends and adjusted content plans for multiple clients.
- Led backlink cleanup and authority-building campaigns.

Education

B.S. in Marketing, University of Colorado Boulder, 2018