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(LinkedIn)

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Top Skills

SEO

Google Analytics

Web Site Production

Certifications

Technical Search

Certified ScrumMaster

Google Analytics Individual
Qualification (GAIQ)

AI & Business Applications

BrightEdge Certified Professional

Honors-Awards

The Leader In Performance
Marketing Agency Wave

Sarah Durkin

Head of Search at The Action Network | Product & Organic Growth
Consultant | UCB Full-Stack Bootcamp Student | 5/5 SEO &
Execution Roadmap Score in The Forrester Wave
San Francisco Bay Area

Summary

Head of Search at The Action Network responsible for SEO strategy and accelerating audience & affiliate growth. A decade of SEO & product experience with clients including emergent tech brands like Crunchbase, major players like Adobe, and bootstrapping start-ups, all fast-tracking and refining their web footprint.

The closest thing I've got to a superpower is presentation decks-- thanks to dozens of in-depth SEO audits, high-stakes due diligence for PE investments, and countless sales pitches. Strength communicating complex SEO findings & actionable takeaways has proved invaluable with remote work. A breadth of client experience has helped me learn to identify patterns in data and cross-reference solutions across businesses looking to innovate, experiment, and drive results in search.

Currently, I am in the final stretch of UC Berkeley's Full Stack Coding Bootcamp. A 2021 goal is to deepen my understanding of the web end-to-end. Additionally, to diversify my skill set to lead cross-functional teams better, create efficiencies (SQL & Python FTW), and tap in to solve technical SEO challenges directly.

Experience

The Action Network

Head of Search

March 2020 - Present (1 year 4 months)

San Francisco Bay Area

Wpromote

3 years 8 months

Senior Director of SEO

February 2019 - March 2020 (1 year 2 months)

San Francisco Bay Area

6x Organic Growth

Pitched & landed Crunchbase as an agency client; lead SEO/CM campaign with a Persona driven content strategy mapping to Pro product. Drove 6x Organic visibility growth YoY, supported exponential ARR growth pre-series C.

5/5 SEO, Vision, Execution, & Market Approach Scoring

Developed “Challenger” collateral (e.g., portfolio creation, competitive analysis, go-to-market strategy, demo sales pitch, etc.) for the Q3 2019 Forrester Wave, winning the #1 Performance Marketing Agency position and perfect scores for SEO, Vision, Execution Roadmap, and Market Approach categories.

+219% Existing Account Growth

Managed a team of up to 7 Directors and senior talent that owned enterprise account relationships and their own teams of SEOs. Realized 219% growth in B2B and B2C existing accounts YoY through successful SEO & Content programs, Technical SEO, UI/UX enhancements, and integrated marketing strategy definition.

Lead on Adobe Web Product Consulting

Pitched, landed and owned Wpromote’s Adobe consulting partnership with their Product teams, spanning Adobe I/O, Adobe Document Cloud, and Adobe Creative Cloud. Conducted competitive assessments to define GTM strategy and refine product roadmaps with SEO-forward insights & content recommendations, contributing to a 20% QoQ increase in Creative Cloud sales on web.

+25% Close Rate Improvement

Partnered with sales leadership to build service positioning & messaging for customer-facing collateral, developed paired talk tracks based on user research, and provided pitch-support focused on client acquisition. Improved close-rate of opportunities by 25% while supporting a 50% service price increase.

Director of SEO

August 2016 - February 2019 (2 years 7 months)

San Francisco, California

HotChalk, Inc.

Digital Media Consultant

2016 - 2016 (less than a year)

Campbell, California

+20% Program Enrollment

Increased target program enrollment by 20% for client online education websites. Performed analysis of click metrics and campaign results, recommended landing page optimizations for enhanced user-centric design, and A/B testing for CRO. Created briefs for future marketing collateral.

HigherEducation.com (ABUV Media)

Director, Media

2013 - 2015 (2 years)

San Francisco Bay Area

#1 Lead Provider

Responsible for website opportunity scoping, content planning, and end-to-end management of freelance writers, designers, and the development team to create new lead generation websites in the education and financial services spaces. Sites include LearnHowToBecome.org and MoneyGeek.com. Within 1 year became QuinStreet's highest volume education lead provider through aggressive Organic growth.

#2 hired employee of former QuinStreeters in a branch-off startup. Scaled up to 50.

QuinStreet

Manager, Online Media

May 2012 - September 2013 (1 year 5 months)

Foster City, California

+\$600,000 Optimization

A/B test team lead for insurance in Financial Services vertical. Proposed the addition of a 'policy icons' feature to insurance conversion flow that was scaled to QuinStreet's entire insurance publisher network. Increased click-through rate 12%; Increased revenue \$600,000 YoY. Remains live in 2021.

+50% Organic Growth

Grew Organic Traffic by 50% YoY to \$16M Acquisition Insure.com through keyword optimization, linking structure improvements, adding features & tools, external link building & cleanup, and content pruning in the Penguin & Panda SEO era.

Education

University of California, Berkeley

Full Stack Coding Bootcamp, UC Berkeley Extension · (January 2021 - July 2021)

University of California, Berkeley

Bachelor's Degree, Anthropology