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# Steven Dolbey

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## WORK EXPERIENCE

### The AD Leaf Marketing Firm • Melbourne, FL

B2B marketing firm serving 130+ cornerstone and enterprise clients

#### SEO & PPC Assistant Team Leader • Full-time

Jan 2025 - Present

- Delivered 120% higher daily Google Search impressions for queries containing “CMMC” in less than a week by developing and applying a new internal linking SEO workflow for an enterprise cybersecurity consulting firm.
- Championed user centered content strategies by presenting eye-tracking research in an all-hands meeting, showing which content elements receive the most attention, sharing practical applications, and highlighting a successful example from my client portfolio.
- Encouraged more strategic thinking and client communication by updating the SEO team’s analytics report recap templates to add helpful prompts and structure.

#### SEO & PPC Specialist • Full-time

Apr 2024 - Jan 2025

- Boosted lead generation by 130% for Willys-Overland Motors by leveraging data analysis and session replays to identify usability issues and redesign content to highlight key benefits.
- Ensured successful website migration by collaborating with an international web team to QA and resolve design issues, including coaching developers on proper CSS techniques for responsive hero images.
- Eliminated data errors in form submissions for a corporate financial advisory by replacing poorly-validated date text inputs with a duration dropdown, while delivering upwards of 80 leads per month.
- Recognized during morning stand-up meeting as a “rock star in client calls” by the Vice President of Marketing Team Operations after successfully reversing a planned service cancelation.

## VOLUNTEERING & LEADERSHIP

### Florida Native Plant Society

Jul 2023 - Present

UX Designer

- Collaborating with the Executive Director, Communications Committee, and developers to guide a redesign of the FNPS website with a focus on its extensive but intimidating native plant database.
- Drafted an extensive project plan to help clarify dependencies, set direction, and move the project forward while centralizing documentation.
- Conducted stakeholder interviews with staff to reveal unspoken goals and pain points.
- Designed high-fidelity interactive prototypes in Figma using the Material Design component library.

## EDUCATION

### Bachelor of Arts in Digital Media - Web Design

University of Central Florida • Orlando, FL

Jun 2018 - Dec 2020