

# Tom Burzynski

SEO ANALYST

1961 N Summit Ave  
Milwaukee, WI 53202  
(262) 470-3729  
tburzynski2@yahoo.com

## SUMMARY

Experienced SEO professional driving organic web traffic and revenue growth through data-driven strategies. Expertise in computer science, analytics, and industry best practices for measurable results.

## EXPERIENCE

### iNET Marketing, Waukesha, WI — SEO Analyst

JUNE 2021 - PRESENT

- Increased organic traffic by 20% and mobile calls by 193% for a national CNC service
- Manage the business's largest ecommerce client
- Lead strategic planning for new websites, coordinating cross-functional teams on content optimization
- Meet with business owners to establish measurable goals based on data-driven metrics
- Develop comprehensive keyword lists based on search volume, user intent, and the competitive landscape
- Present quarterly reports identifying causal sources of growth, roadblocks and potential industry targets

### Optimal Blue, Mequon, WI — Software Developer Intern

AUGUST 2019 - MAY 2020

- Unit tested ASP.Net web apps in C#
- Set up CI/CD pipelines on Microsoft's Azure cloud platform
- Implemented error checking within pipeline tasks
- Participated in daily stand-up meetings in agile DevOps environment

## EDUCATION

### University of Wisconsin – Milwaukee — Computer Science

GRADUATED DECEMBER 2020

- Front-end development with HTML, CSS & JavaScript
- Django full-stack web development
- Java programming



## SKILLS

Organic SEO  
UX Optimization  
Keyword research  
Trends analysis  
Schema.org structured data  
Google Analytics  
Search Console  
Data Studio  
Google Business Profile  
HTML, CSS & JavaScript