



ZACHARY KAI

SEO & Digital Marketing Specialist

CONTACT

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SKILLS

- Technical & On-Page SEO
- UX & Web Design
- Google Analytics
- Google Search Console
- Scrapebox
- SEMRush & Ahrefs
- SEO Audits
- HTML + CSS
- Wordpress Development
- Organizational Skills
- Search Engine Marketing
- Social Media SEO
- Communication + Presentation
- Analytical Thinking
- Project & Time Management
- Collaborative + Adaptable

CERTIFICATIONS

RESPONSIVE WEB DESIGN

freeCodeCamp | Apr 2025

TESTIMONIALS

"I hired Zach for a content creation project and I was impressed. It was a more involved process that involved thinking, detail-orientation and a good sense of SEO. I was apprehensive at first but after the first check-in came in I knew I was in good hands. The spreadsheet I provided was overhauled and the result exactly what I wanted and delivered on time. Highly recommended."

- Olivier Duong, SEO strategist, copywriter, graphic designer.

ABOUT ME

Hi! I'm Zachary Kai. I'm an SEO Specialist with 6+ years of experience working full time for an online family business where I managed the research, implementation, and tracking of SEO campaigns across 9+ websites in a variety of direct-to-consumer niches. I'm also an experienced SEO content writer, having written, edited, and optimized 400+ articles for that business and other outlets.

EXPERIENCE

SEO MANAGER

Online Family Business (2019-2025)

I started gaining experience in SEO at 15 and have worked in the industry ever since. While homeschooling, I also took on part-time work for the family business, which involved SEO content writing, linkbuilding, and on-page optimization. Once I became of age, I began working full time, which I have done for the last six years. I became the digital operations, digital marketing, and SEO manager, specializing in SEO but also gaining cross-experience in marketing, social media, email newsletters, automation, UX design, and web development. As part of my SEO responsibilities, I performed audits and implemented the optimization improvements and schema, monitored search rankings, and optimized and edited web content.

FOUNDER & SEO MANAGER

Road Less Read (2019-Present)

I founded Road Less Read, a book-focused website, in 2019. As part of this side project, I wrote, edited, published, optimized and promoted web content: be they book recommendations, resource lists, tutorials, or statistical reports. I also performed web design/management, technical SEO, and social media management tasks.

FREELANCE SEO SPECIALIST

Self-Employed (2023-Present)

As another side-project, and a self-employed freelance SEO specialist, I've extracted key insights and tips from 400+ articles for an e-book report and overview blog post, created a SEO-optimized site structure for 850+ articles from scratch, and written optimized, engaging, and helpful web content for a variety of outlets.