

## PROFILE SUMMARY

Qualified and tenacious individual armed with broad-based background and skills in the areas of search engine optimization, WordPress & AdWords, digital marketing, Google Analytics, web management technical support, relationship development, strategic planning and execution. Displays outstanding ability to plan, coordinate, and implement practices and procedures to bring significant improvements in business processes towards the successful attainment of goals. Determined to implement earned skills and knowledge for the rapid growth of the prospective organization by working effectively and consistently.

### HIGHLIGHT

- Google AdWords
- Leadership Skills
- Google Analytics
- Customer Service
- Technical Support
- Technical Understanding of SEO
- Training and Professional Development
- Website Development and Maintenance
- Organizational and Analytical Skills
- Google Organic Traffic Generation
- Problem Solving
- Good Time Management
- SEO and SEM
- System and Process Analysis
- Team Player

### EXPERTISE, QUALIFICATIONS AND ACCOMPLISHMENT

- Over 12 years' experience with Google AdWords PPC, WordPress & SEO
- Built and maintained Google AdWords paid search accounts with \$100k monthly spend
- Researching keywords using Google AdWords and conducting pre-submission analysis using KEI formula to determine potential value to gain most search engine traffic. Using SEO to increase Google organic traffic to speed-optimized WordPress sites
- Skilled with Google Analytics data and Google Webmaster Console. Webmaster of over 100 WordPress SEO friendly websites
- Extensive use of industry tools aHrefs, Screaming Frog, Majestic, Moz, SEOProfiler, Accuranker, and SEMRush.
- Developing and implementing interactive marketing strategies and improving search engine performance, attracting users to website and driving growth, resulting in traffic. Implementing social media campaign and developing an on-going strategy for outreach.
- Creating websites using WordPress and specializing plugins for SEO. Customizing WordPress installations
- Analyzing data to identify trends, generate reports and adjust campaigns as necessary to produce the most optimal ROI

### EXPERIENCE

#### Search Engine Optimization, WordPress & AdWords Consultant | Connecticut SEO Experts | Apr. 2014-Present |

- Managed onsite and offsite & technical SEO for clients thus advancing front page organic Google rankings.
- Created PPC campaigns to run on Google AdWords and other ad networks.
- Research keywords for use in page titles, meta descriptions and headers.
- Structured and managed multiple Google AdWords accounts providing a moderate to high quality score
- Designed, developed, and deployed company WordPress site. Initiated search engine optimization in order to increase page rank on all major search engines. Tracked campaign results using Google Analytics .

#### Google AdWords and Search Engine Optimization Analyst | TicketNetwork | Mar. 2005-Apr. 2014 |

- Large-scale Google AdWords PPC account management with budget in excess of \$100k month budget. Utilized Google AdWords editor.
- Managed all email automation programs. Used analytics to analyze and generate weekly and monthly reports for email campaigns.
- Implement optimization strategies for landing pages and content pages that increase conversion rates and ROI.
- Managed all Google AdWords Pay-Per-Click advertising. Set up and carry out SEO strategies across content sites, as well as writing comprehensive monthly SEO / SEM reports to outline site performance and highlight areas of potential improvement.
- Developed internal tool to create keywords for Google AdWords PPC which resulted in time saved and increased sales.
- Created 50+ WordPress websites. Automated credit card billing system saving over \$3,000 in monthly processing fees.

**IT Support Consultant | Stein Technologies, LLC |Sep. 2000-Mar. 2005|**

- Troubleshoot, diagnosed and resolved problems. Documented problems accurately and succinctly in the appropriate support tool provided. Provided 2nd level support for Windows XP, Office, and Lotus Notes.
- Provided support for computer hardware and software issues such as system configurations, wireless connections, virus and spyware removal, data migration, software installations and more. Provided customer support and technical issue resolution.

**Tech Support Specialist | IBM and Lotus |June 1997-June 2000|**

- Technical support of Windows NT, Windows 98, Lotus Notes, Internet Explorer and networking issues for IBM and Lotus employees.
- Obtained and evaluated all related information in order to handle inquiries and complaints.
- Troubleshoot and resolved requests for software and hardware assistance. Performed system administration and created user accounts.

**Marketing Assistant | Microsoft |Mar. 1995-Mar. 1997|**

- Updated and maintained various information databases. Oversaw management of Microsoft’s Connecticut office.
- Provided marketing and administrative support to district manager. Created Microsoft Word, Excel and PowerPoint documents
- Coordinated office marketing meetings and briefings.

**KEY EXPERT SKILLS**

**Google AdWords PPC Paid Search (Professional Certification) 12 years**  
**Search Engine Optimization Analyst 12 years**  
**Advanced Microsoft Excel Knowledge 18 years**  
**PPC & SEO Keyword Research and Competitive Research 12 years**  
**Search Engine Marketing 12 years**  
**WordPress WebMaster, Speed Optimizer, and SEO Specialist 12 years**  
**Google Analytics Data Analysis 12 years**  
**Facebook Paid Search Ads 2 years**  
**Content Creation, Curation, and Social Media Marketing 10 years**  
**Google Webmaster Console 6 years**  
**Adobe Photoshop 2 years**  
**HTML 5 years**

**EDUCATION**

**Bachelor of Science, Business Administration, Marketing | Northeastern University, Boston**

**Google AdWords Certification March 2017**