
about me

I'm an analytical and strategic digital marketing professional with an advanced skillset in content strategy that encompasses both on-page and off-page search engine optimization (SEO) tactics. I have a strong proficiency aligning and integrating several marketing channels including: SEO, paid and organic social media, PR, digital advertising, and content. I have a robust intuition for identifying and implementing low-hanging fruit and long-term opportunities. I'm dedicated to the success of my future portfolio and have a consistent history meeting business goals and objectives. **I'm enthusiastic and eager to learn and always up for a challenge.**

I've been invited to present on a range of digital marketing topics including Modern Web Scraping, YouTube Optimization, Content Strategy, and SEO at [Content Marketing Conference](#), [LeadsCon](#), and the [Digital Summit](#) series, as well as interview on [A Shark's Perspective](#) podcast and the [Agents of Change](#) podcast.

skills, tools, & proficiencies

on-page + off-page seo
technical seo
conversion rate optimization
data analytics & analysis
social strategy
website development
spyfu + semrush

content planning
content management
content research
content distribution
keyword research
trend research
basic html & css

screaming frog + xpath
email marketing
powerbi
jira + confluence
microsoft office suite
adobe analytics
moz analytics

creating procedures
relationship management
public speaking
critical thinking
team management
resourcefulness
creating processes

google analytics
google adwords
google tag manager
google search console
bing webmaster tools
google mobile test
google schema markup

professional experience

TRIPADVISOR, Boston, MA [*SmarterTravel Media, LLC – Subsidiary of Tripadvisor*]

July 2018 to May 2020

Associate Director of Search Engine Optimization (SEO) + Content Marketing, SmarterTravel Media

Implemented strategic SEO, Social Media, and Content Strategy recommendations across Tripadvisor's largest subsidiary which included working with an editorial team of 35+, spanning a network of 7 travel media sites including: [Airfarewatchdog.com](#), [Jetsetter.com](#), [SmarterTravel.com](#), [FamilyVacationCritic.com](#), [WhatToPack.com](#), [Oyster.com](#), and [BookingBuddy.com](#). Built, staffed, and managed the SEO and Content Strategy team, managed the PR team, and trained the Social Media leads across the organization. Implemented and trained several business units on myriad research and analytical tools including SEMRush, SpyFu, Google Analytics, Google Search Console, Taboola Newsroom, ScreamingFrog, and Buzzsumo.

Accomplishments:

- Shifted organization's priorities to help grow organic traffic from Google more than +200% in my first year at the company due to rigorous training program, template optimization, and technical SEO development work which yielded an additional 12.8M Organic Clicks from Google across the content network sites and an additional 1.3B Organic Impressions.
- Responsible for content strategy of infant website, [whattopack.com](#), launched in Dec 2018 that was responsible for driving 1.6M Organic Clicks from Google in one year.
- Achieved minimum requirements to monetize two distinctive YouTube channels (minimum 4,000 watch hours and 1,000 subscribers) due to YouTube optimization, strategy, and coordinated multi-channel distribution amongst CRM email program.
- Reached milestone of hitting 100k Instagram Followers and 10k YouTube subscribers for Jetsetter due to Social Media Campaign Sweepstakes, #GoLater, in which I quickly pivoted legacy content to support COVID-19 crisis and urged travelers to share their favorite destinations across the globe.
- Spearheaded plan that helped site recover from January 2020 Core Algorithm Update, including showcasing expertise, authority, and trust at the forefront of our content.
- Presented at 5 conferences and interviewed on 3 podcasts covering a range of digital marketing subjects.

Leadership:

- Directly managed Content Marketing team of 3 and 5 Editorial SEO Leads; quasi-managed 30 editors, 6 social media leads, and 1 video editor.
- Implemented training program and strategic processes to integrate and encompass SEO in daily activities across the organization.

ZOZIMUS, FORMERLY AGENCY 451, Boston, MA [*Integrated Advertising Agency*]

Dec 2013 to July 2018

Director of Search Engine Optimization (SEO)

Managed internal team & external client portfolios across several industries while responsible for developing processes and maintaining performance to reach goals. Accountable for department operations, hours and resource allocation, P&L management, strategy and execution, employee training, integration, project management, and new business functions.

Accomplishments:

- Trained Ericsson's global recruitment team focusing on job advert optimization and keyword research which resulted in a 27% increase in qualified applicants.
- Nominated for SEMPO "Industry MVP" & Conductor Searchlight "Industry MVP" Searchie in 2017; PR Daily's Digital Award Winner for Best SEO (2014); PR News' Digital Award Winner for SEO (2014).
- Lead new business audits and participated in research, planning, and related presentations.
- Presented at two conferences including the Massachusetts Restaurant Association Social Media Symposium.

Leadership:

- Directly managed and lead a national team of 4 direct reports, 3 contractors, and 3 interns.
- Meticulously adhered to projected resource hours based on client budgets.
- Identified upsell opportunities and helped facilitate contract renewal terms.
- Implemented training program to get entire digital marketing team Google Analytics certified.

Client portfolio includes:

Bob's Discount Furniture, EMD/Merck Millipore, AstraZeneca, Ericsson, Omnipod (Insulet), Kaz, Vicks Humidifiers, Pur, Honeywell Plugged-in, Stinger, Braun Thermometers, College of Health Care Professions, Carney Sandoe, On Deck Sports, College Coach (Bright Horizons)

FREELANCE MARKETING CONSULTANT, Boston, MA

Feb 2016 to Sep 2019

SEO, Email Marketing, Social Media Advertising

Designed, developed, and managed SEO, content, social media advertising, and email marketing campaigns for small, mid-sized, and large businesses across the east coast.

Accomplishments:

- eCommerce sales increased 72% on Cambridge Glass Artist's website since re-design and implementation of SEO and content marketing strategy.
- Successfully implemented SEO training program across different business functions for North Carolina-based Healthcare Training company which increased keyword visibility by 78% in 6 months.
- Implemented a dynamic Facebook and Instagram ad campaign which resulted in a 45% increase in class bookings conversion rate for a Boston Spin Studio.

WRS HEALTH, Goshen, NY [*Healthcare IT/EMR Software*]

Jan 2012 to Dec 2013

Account Manager/Advanced Marketing Services Manager

Trained 70+ Medical Practices across the United States on proprietary electronic medical record (EMR) software. Helped with website redesign and website copywriting for rebrand, storyboarded and filmed marketing videos and implemented SEO on website.

Accomplishments:

- Initiated company's first Account Management program and built team of 4 Account Managers. Responsible for training and management of team.
- Assisted with building a marketing services vertical at the organization which involved working with development team to code website functionality so healthcare practices could create a marketing website with the touch of a button.

education

BS in Business Administration, University of Albany, Albany, NY 2011 | Concentration in Marketing & Management | Magna Cum Laude Honors