

## **EXPERIENCE**

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**Upgrow**  
*SEO Director*

New York, NY  
March 2020 – Present

- Created a robust SEO program at Upgrow with new service offerings and standard operating procedures, while delivering impactful results
- Set the strategic direction for the SEO team as well as managing the planning and execution of SEO projects

**Ecogreen America**  
*SEO Director*

New York, NY  
Feb 2019 – March 2020

- Increased organic channel revenue on megagrass.com YoY by 229% from February 2019
- Increased organic channel conversions on megagrass.com YoY by 76% from February 2019
- Increased organic traffic to megagrass.com YoY by 627% from February 2019
- Increased number of keywords on the 1<sup>st</sup> page of Google search results by over 4,480% within 12 months
- Drove an increase of new non-branded keywords ranking within the first 5 pages of the search results by 708% within 5 months
- Lead, develop and manage a team consisting of an SEO Manager, SEO Specialist, Social Media Specialist and a team of copywriters
- Work closely with design and development teams to develop A/B testing plans to drive growth including landing page optimization, audience testing, heatmapping and more
- Manage third-party agencies and contractors to execute creative design, website development, and paid search & social ads management
- Lead tactical and technical implementation of SEO best practices on multiple branded domains like megagrass.com and ecogreenamerica.org
- Coach and mentor team; responsible for performance evaluations, regular feedback, company town halls, and help build the foundation of a supportive work culture

**Ella Paradis**  
*SEO & Social Content Manager*

West Hollywood, CA  
May 2018 - Feb 2019

- Lead all SEO, Social Media, and Content Marketing strategy development, execution, optimization, metrics, and reporting
- Increase organic traffic by 1,325% within 8 months by leading the execution of SEO efforts including meta-data optimization, content curation, site architecture, link-building, and keyword selection/utilization
- Oversee the development of editorial and social governance so content is consistent with brand voice, style, and tone
- Develop a content marketing strategy using an audience-driven approach to drive brand awareness, engagement, conversion and advocacy across paid, owned, shared and earned media

**Hearst**  
*Search & Social Manager*

San Francisco, CA  
September 2017 - April 2018

- Led the SEO department at the San Francisco Chronicle's full-service integrated marketing agency, 46Mile
- Defined and established a scalable SEO product and processes, from designing customized campaign packages to creating new services
- Built and managed an SEO Copywriting content team from the ground up to be used for client content development
- Integrated multi-channel efforts across agency departments to unify a cohesive customer experience by leveraging content
- Implemented target resource content strategy to drive non-branded organic traffic of several clients by over 50%

**LA SEO Service**  
*SEO & Social Marketing Manager*

Santa Monica, CA  
May 2016 - September 2017

- Developed and led agency's social media department, reporting process and structure, set and track critical metrics and benchmarks
- Led social media strategy, including methods of acquisition, engagement, content building, and influencer outreach program
- Directed keyword research-based resource content to increase non-branded organic search traffic and visibility
- Web development & design, organization of information architecture, enhance UX across desktop and mobile devices

**SEO Strategist**

October 2015 - May 2016

- Influencer outreach, link building, curating sponsored posts, and directing content strategy
- Designed client-unique SEO proposals and campaigns to meet the needs of incoming and existing business
- Build network of niche publications for off-site link building strategy to improve site rankings on non-branded search terms

## **EDUCATION**

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**UNIVERSITY OF WISCONSIN- LA CROSSE**  
*B.S. Marketing, Theatre Performance*

La Crosse, WI  
June 2011