

## RECENT EXPERIENCE

### Developer & Strategic Partner

2023 - Present Various Companies, Contractor

Leading creative direction, development, and growth strategies that capture organic demand.  
Designing and developing interactive content for B2B enterprises in finserv and adtech sectors.

### SEO & eCommerce Lead

2022 - 2024 Proof / Notarize

Led content strategy and SEO / CRO optimizations which drove a 290% increase in user signups.  
Strategized, designed, and built a forms directory to capture notarization use cases organically.  
Crafted growth and partnership strategies which consistently grew monthly retail users in 2023.  
Built systems for programmatic classification of notarized documents and use cases by location.

### SEO Associate

2021 - 2022 Thrasio

Executed on-page SEO & technical SEO for all of Thrasio's direct-to-consumer product portfolio.  
Managed SEO, migrations and localization for the corporate site and financial services portfolio.  
Tightly collaborated with brand managers, designers, and copywriters on marketing strategy.

### SEO Specialist

2020 - 2021 Sweetwater

Achieved hundreds of #1 SERP rankings for Sweetwater's most competitive search terms.  
Consistently drove +8% Month-over-Month organic growth for priority product pages.  
Automated monthly SEO analysis, performance reporting and cross-department workflows.

### Marketing Coordinator & Visual Designer

2020 - 2020 Jubitz

Strategized and created blog content during the pandemic, driving +766% YoY organic growth.  
Developed high converting website and sales assets for the Jubitz Fleet Services department.

### SEO & Content Strategy Intern

2019 - 2020 CD Baby

Optimized evergreen content on the DIY Musician blog, driving 8% quarterly growth in Q1 2020.  
Improved CD Baby's website and content architecture via implementing a topic cluster model.  
Conducted a 1,200+ page content audit critical to improving average SERP rank by 3 positions.

## APPLICABLE SKILLS

Frontend (React, TypeScript, Vanilla JS)

Backend & Fullstack (Node, SvelteKit, PHP, .NET)

CMS & CRM Management

Process Automation

Project Management

GTM Strategy

Search Engine Optimization

Conversion Rate Optimization

Layouts & Typography

UI Design

UX Copywriting

Motion Graphics

Video Editing

Audio Engineering