



MICHAEL ANDERSON

LEAD SEO CONSULTANT

CONTACT

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-  San Francisco, CA

SKILLS

- SEO analysis
- Technical SEO
- On-page optimization
- Google Search Console
- Content marketing
- Team leadership

LANGUAGES

- English
- Spanish
- French

EDUCATION

**BACHELOR OF ARTS IN
COMMUNICATION, UNIVERSITY OF
SOUTHERN CALIFORNIA**

ACHIEVEMENTS

- Recognized as Employee of the Month for outstanding performance in Q3 2021.
- Increased organic search visibility for a key client by 180% within six months.
- Successfully led a project that improved site load speed, enhancing user experience.

PROFILE

Results-oriented SEO Executive with over six years of experience in driving online visibility and engagement through innovative SEO practices. Demonstrated expertise in leveraging data-driven insights to enhance website performance and user experience. Proficient in applying advanced technical SEO methodologies and on-page optimization strategies to achieve measurable results. Adept at managing comprehensive SEO audits and implementing corrective measures to improve search rankings.

EXPERIENCE

LEAD SEO CONSULTANT

Creative Digital Agency

2016 - Present

- Designed and executed SEO strategies that boosted client website traffic by 150% in under a year.
- Conducted in-depth SEO audits to identify opportunities for site improvements.
- Utilized Ahrefs and Moz for competitive analysis and market insights.
- Collaborated with UX designers to enhance site navigation and user engagement.
- Managed a team of three SEO specialists, ensuring alignment with project objectives.
- Presented monthly performance reports to stakeholders, detailing traffic growth and ROI.

SEO EXECUTIVE

E-commerce Solutions Ltd.

2014 - 2016

- Optimized product pages for search engines, resulting in a 40% increase in sales.
- Implemented structured data markup to improve search result visibility.
- Monitored and analyzed website metrics using Google Analytics to inform strategy.
- Developed content marketing strategies that aligned with SEO goals.
- Executed link-building campaigns that enhanced domain authority significantly.
- Conducted training sessions for marketing teams on SEO best practices.