



# Michael ANDERSON

## SEO COORDINATOR

Analytical SEO Executive with a robust history of driving digital growth through effective search engine optimization strategies. Over five years of dedicated experience in optimizing websites for improved search rankings and user engagement. Skilled in conducting extensive keyword research and competitive analysis to inform content strategies. Proven ability to utilize analytics tools to monitor performance metrics and adjust tactics accordingly.

### CONTACT

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- 📍 San Francisco, CA

### SKILLS

- SEO coordination
- Keyword analysis
- Content optimization
- Google Analytics
- Technical SEO
- Team collaboration

### LANGUAGES

- English
- Spanish
- French

### EDUCATION

**BACHELOR OF ARTS IN MARKETING,  
UNIVERSITY OF FLORIDA**

### ACHIEVEMENTS

- Recognized for outstanding performance in SEO initiatives by management.
- Improved organic search rankings for a key client by 50% within three months.
- Successfully implemented a new SEO reporting framework that streamlined processes.

### WORK EXPERIENCE

#### SEO COORDINATOR

Web Presence Group

2020 - 2025

- Coordinated SEO efforts for multiple client websites, resulting in a 70% increase in traffic.
- Conducted regular audits to identify SEO issues and recommend corrective actions.
- Utilized Google Analytics to analyze traffic patterns and user behavior.
- Collaborated with content teams to optimize website copy for SEO.
- Assisted in managing link-building campaigns to enhance domain authority.
- Provided SEO training sessions to junior staff, fostering knowledge transfer.

#### JUNIOR SEO SPECIALIST

Smart SEO Solutions

2015 - 2020

- Supported SEO initiatives by conducting keyword research and analysis.
- Assisted in the development of SEO-friendly content strategies.
- Monitored website performance using various SEO tools and reported findings.
- Participated in brainstorming sessions to enhance SEO tactics.
- Maintained up-to-date knowledge of SEO trends and algorithm changes.
- Collaborated with marketing teams to align SEO efforts with broader strategies.