



MICHAEL ANDERSON

SEO Specialist

Proactive SEO Executive with over four years of experience in enhancing online visibility for various brands through effective search engine optimization techniques. Demonstrated ability to conduct keyword research, analyze web traffic, and implement on-page and off-page SEO strategies. Strong communication skills facilitate collaboration with content and design teams to ensure SEO best practices are integrated into all projects.

CONTACT

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San Francisco, CA

EDUCATION

Bachelor of Science in Business Administration

University of Washington
2016-2020

SKILLS

- SEO implementation
- Keyword research
- Performance analysis
- Content optimization
- Team collaboration
- Continuous learning

LANGUAGES

- English
- Spanish
- French

WORK EXPERIENCE

SEO Specialist

2020-2023

Bright Future Digital

- Executed SEO strategies that increased organic traffic by 60% over twelve months.
- Conducted keyword research to identify target phrases for content optimization.
- Collaborated with design teams to ensure SEO best practices in website layouts.
- Monitored and reported on SEO performance metrics to stakeholders.
- Assisted in managing social media campaigns to enhance overall visibility.
- Engaged in continuous learning to stay updated on SEO trends and algorithm changes.

Junior SEO Analyst

2019-2020

Web Solutions Co.

- Supported SEO initiatives through keyword discovery and content recommendations.
- Analyzed website performance using Google Analytics to identify improvement areas.
- Participated in brainstorming sessions to generate innovative SEO ideas.
- Maintained SEO documentation and reporting for project tracking.
- Assisted in link-building activities to enhance domain authority.
- Collaborated with marketing teams to align SEO strategies with promotional efforts.

ACHIEVEMENTS

- Achieved a 45% increase in organic traffic for a key client within six months.
- Recognized for outstanding contribution to a high-profile project in 2020.
- Successfully developed a comprehensive SEO training guide for new hires.