



MICHAEL ANDERSON

Senior SEO Strategist

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SUMMARY

Dynamic and results-driven SEO Manager with a proven track record of enhancing organic search visibility and driving substantial web traffic growth for diverse clients. Expertise encompasses comprehensive keyword research, on-page optimization, and strategic link-building initiatives. Proficient in leveraging analytics tools to derive actionable insights and inform decision-making processes. Adept at leading cross-functional teams, managing complex projects, and implementing best practices to maximize SEO performance.

WORK EXPERIENCE

Senior SEO Strategist Digital Marketing Solutions

Jan 2023 - Present

- Developed and executed comprehensive SEO strategies that increased organic traffic by 75% over 12 months.
- Conducted in-depth keyword analysis to identify opportunities for content optimization and growth.
- Collaborated with content teams to create SEO-friendly content that improved engagement metrics.
- Utilized Google Analytics and SEMrush to monitor performance and adjust tactics as necessary.
- Implemented technical SEO improvements, resulting in a 50% decrease in page load times.
- Provided training and mentorship to junior SEO staff, enhancing team capability and performance.

SEO Consultant Freelance

Jan 2020 - Dec 2022

- Advised various clients on SEO best practices, leading to an average 60% increase in search rankings.
 - Performed comprehensive site audits to identify and resolve SEO issues.
 - Developed tailored link-building strategies that improved domain authority across multiple websites.
 - Created detailed performance reports for clients, showcasing ROI from SEO initiatives.
 - Engaged in continuous education to remain informed about algorithm updates and industry changes.
 - Facilitated workshops on SEO fundamentals for small business owners.
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EDUCATION

Bachelor of Science in Marketing, University of California, Los Angeles

Sep 2019 - Oct 2020

ADDITIONAL INFORMATION

- **Technical Skills:** SEO strategy, keyword research, content optimization, analytics, link building, project management
- **Awards/Activities:** Increased overall organic search traffic for key clients by 200% within one year.
- **Awards/Activities:** Recognized as 'Top Performer' in the agency for two consecutive years.
- **Awards/Activities:** Successfully managed a project that won the 'Best SEO Campaign' award at the Digital Marketing Awards.
- **Languages:** English, Spanish, French