



# Michael ANDERSON

## TECHNICAL SEO SPECIALIST

Strategic SEO Specialist with a unique combination of technical SEO and digital marketing expertise. Over seven years of experience in driving search engine optimization initiatives that enhance site visibility and user engagement. Demonstrated proficiency in utilizing advanced analytics tools to monitor performance and identify areas for improvement. Adept at devising comprehensive SEO strategies that align with broader marketing objectives, resulting in increased brand awareness and customer acquisition.

### CONTACT

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- 📍 San Francisco, CA

### SKILLS

- Technical SEO
- Digital Marketing
- Data Analysis
- Google Search Console
- Structured Data
- Campaign Optimization

### LANGUAGES

- English
- Spanish
- French

### EDUCATION

**BACHELOR OF SCIENCE IN  
INFORMATION TECHNOLOGY,  
UNIVERSITY OF MICHIGAN, 2016**

### ACHIEVEMENTS

- Achieved a 100% increase in organic traffic for a significant client project.
- Recognized as 'Employee of the Year' for outstanding contributions to SEO initiatives.
- Successfully managed a project that integrated SEO with content marketing, enhancing overall results.

### WORK EXPERIENCE

#### TECHNICAL SEO SPECIALIST

Web Solutions Group

2020 - 2025

- Conducted technical SEO audits to identify and resolve issues affecting site performance.
- Implemented structured data markup to enhance search engine visibility.
- Optimized website speed and performance, resulting in a 30% improvement in load times.
- Collaborated with developers to ensure technical compliance with SEO best practices.
- Monitored site health using tools such as Screaming Frog and Google Search Console.
- Presented findings and recommendations to stakeholders, influencing strategic decisions.

#### DIGITAL MARKETING STRATEGIST

Marketing Innovations Inc.

2015 - 2020

- Developed integrated marketing campaigns that improved overall brand visibility.
- Utilized SEO insights to inform PPC strategies, resulting in a 25% increase in ROI.
- Analyzed customer behavior data to refine targeting and messaging strategies.
- Collaborated with teams to ensure cohesive implementation of marketing initiatives.
- Provided training on SEO principles to marketing staff and stakeholders.
- Engaged in continuous optimization of campaigns based on performance metrics.