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SKILLS

- Local SEO
- Google My Business
- Community Engagement
- Market Analysis
- Client Relationship Management
- Performance Reporting

EDUCATION

**BACHELOR OF ARTS IN MARKETING,
UNIVERSITY OF NORTH CAROLINA, 2017**

LANGUAGE

- English
- Spanish
- German

ACHIEVEMENTS

- Achieved a 75% increase in local search visibility for a key client within six months.
- Recognized for outstanding client satisfaction ratings and retention.
- Successfully launched a community engagement initiative that enhanced local brand presence.

Michael Anderson

LOCAL SEO MANAGER

Proficient SEO Specialist with a strong emphasis on local SEO and community engagement strategies. Over six years of experience in enhancing local search visibility for small to medium-sized businesses. Expertise in leveraging local SEO techniques to drive foot traffic and online inquiries, thereby contributing to business growth. Skilled in conducting local market analysis and competitor research to create tailored SEO strategies that resonate with target audiences.

EXPERIENCE

LOCAL SEO MANAGER

Community Connect Agency

2016 - Present

- Developed local SEO strategies that increased client visibility in local search results by 60%.
- Managed Google My Business profiles to optimize local presence and engagement.
- Conducted local keyword research and competitor analysis to inform strategy development.
- Created and optimized local landing pages to drive conversions.
- Engaged with community stakeholders to enhance brand reputation and visibility.
- Provided clients with regular performance reports and actionable insights.

SEO SPECIALIST

Local Business Solutions

2014 - 2016

- Executed local SEO campaigns that resulted in a 40% increase in inquiries for clients.
- Optimized website content for local search terms and phrases.
- Developed strategies to enhance online reviews and customer engagement.
- Monitored and reported on local SEO performance metrics.
- Facilitated workshops for clients on local SEO best practices.
- Collaborated with marketing teams to align local SEO efforts with broader strategies.