

# Robert J Smith (Josh)

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## SUMMARY

Experienced Director of SEO with expertise in strategic planning, performance management, cross-functional leadership, national and local search engine optimization, Google Analytics, Google Search Console, Google Business Profile Optimization, Conversion Rate Optimization (CRO), and A/B Split Testing. Successfully led teams to execute cutting-edge SEO strategies, resulting in increased website traffic, higher page rankings, and improved conversion rates for various brands.

## KEY SKILLS

- Strategic Planning
- Performance Management
- Cross-functional Leadership
- National Search Engine Optimization
- Local Search Engine Optimization
- Google Search Console
- Google Analytics
- Google Business Profile
- Conversion Rate Optimization (CRO)
- A/B Split Testing

## RELATED EXPERIENCE

### Asurion, Remote

July 2021 - Current

#### *Senior SEO Manager*

- Spearheaded over 300 pages of new content on asurion.com website for new lines of business, which led to over 200 new page 1 rankings and 93% increase in Organic traffic Year-Over-Year
- Orchestrated a YouTube marketing plan that resulted in a 40% MOM increase for total YouTube video views working in unison with our Social Media Team.
- Established a Quarterly Competitive GAP analysis process that led to uncovering multiple areas of opportunity for Asurion to close the gap on top competitors.
- Standardized multiple processes for the SEO team that led to higher efficiency, greater output, and more focused team members.
- Directed business continuity plan to integrate the Local SEO team into the former National SEO team as one unified team.
- Developed a White Hat Web 2.0 syndication strategy that enhanced the overall authority of Asurion's targeted properties for improved ranking.

## **Empowered Education / Health Coach Institute, Remote**

**Oct. 2019 - July 2021**

### *Director of Web Strategy and Operations (Apr 2020 - July 2021)*

- Orchestrated 2 new brand websites under the Empowered Education umbrella that lifted overall conversion rate by 12% and reduced bounce rate by 14%.
- Overhauled Front-End Development support ticket process and reduced average support ticket turnaround time by 2 days.
- Standardized process for Go-To-Market strategy of new programs that decreased turnaround time for new programs by 3 weeks.
- Directed creation of 2 new roles including job descriptions, interview process, and training program.
- Coached, Mentored, Trained, and Managed “Web Ops” team consisting of Front-End Development, SEO, and UX team members.

### *SEO Manager (Oct. 2019 - Apr. 2020)*

- Executed total revamp of entire Search Engine Optimization strategy for 3 brands under the Empowered Education umbrella.
- Boosted 143 Head Term keyword rankings for Health Coach Institute in 1 year with some rankings moving up by 20-30 spots.
- Spearheaded training program with content development team that increased the number of ranking assets from approximately 100-347.
- Audited Technical SEO aspects of multiple brand sites and fixed over 450 technical issues.

## **Thrive Internet Marketing Agency, Remote**

**Aug. 2016 - Oct. 2019**

### *Associate Director of SEO (Oct. 2018 - Oct. 2019)*

- Enhanced client satisfaction program leading to an increase in overall client satisfaction index by 2 points.
- Improved link-building program saving the organization approximately \$12,000 per month.
- Provided knowledge-based and technical training for my team members that resulted in an overall increase of 325,000 more website visitors per month across team client roster.
- Coached, Mentored, Trained, and Managed a team of 2 SEO Managers as well as 8+ SEO Specialists.

### *SEO Manager (Oct. 2017 - Oct. 2018)*

- Instituted a phased SEO and CRO process in my team that boosted overall conversions across our client portfolio by 18% and decreased client churn by 7%.
- Enhanced Leadership Training Program by introducing Situational Leadership that improved eNPS Score from 76 to 88.
- Coached, mentored, trained, and managed a team of 6 SEO Specialists to ensure the success of digital marketing campaigns for clients in several industries.

### *SEO Specialist (Aug. 2016 - Oct. 2017)*

- Increased Marketing Qualified Leads for a Manufacturing company by 225% YOY.
- Found a major technical issue for a Foundation Repair company that, once fixed, resulted in an overall increase of Marketing Qualified Leads by 46% YOY.
- Voted Employee of the Month company-wide for March 2017.

## **TheeDesign, Raleigh, NC**

**Dec. 2015 - Aug. 2016**

### *Director of Marketing*

- Decreased monthly operational spend by \$13,000/month by integrating operational technology stack.
- Refined processes and procedures by implementing a phased approach that resulted in an overall cumulative increase of 12% in Marketing Qualified Leads across 83 client projects.
- Voted Employee Of The Month company-wide for June 2016.
- Trained and mentored 13 Digital Marketing Specialists, Coordinators, and 3 Managers on current SEO, PPC, Inbound Marketing, CRO, Marketing Automation, Social Media, Content, and other best practices.

## **Amplify ROI, Raleigh, NC**

**Jan. 2015 - Dec. 2015**

### *Director of Digital Marketing*

- Implemented data-driven strategy for a Paintless Dent Repair company that led to a 300% YOY increase in Marketing Qualified Leads within 6 months.
- Crafted a new website for a Photography client that led to a 16% increase in Marketing Qualified Leads within a month of launch.
- Developed and Implemented an entire operational process for a National Credit Consulting Company that allowed them to go to market.

## **Global Software, Raleigh, NC**

**Apr. 2014 - Aug. 2015**

### *SEO/SEM/Digital Marketing Campaign Analyst*

- Increased revenue by \$500,000 within the first 6 months of employment with 100% attribution to Digital Marketing.
- Reduced monthly Paid Advertising spend by \$10,000, without sacrificing Marketing Qualified Leads, through proper optimization of Google Adwords and Bing Ads accounts.
- Increased cumulative keyword rankings by 32% in 1 year.

## **EDUCATION**

### **Wake Technical Community College, Raleigh, NC - AAS Web Technologies**

2011 - 2014

## **CERTIFICATIONS**

- Google My Business Certification
- Google Local Guide Level 3
- Google Doubleclick Fundamentals Certification
- Google Analytics Tag Manager Certification
- Google Analytics Individual Qualification
- Google Ads Fundamentals
- Google Ads Search Certification
- Hubspot Inbound Marketing Expert
- Bing Ads Accredited Professional by Microsoft
- MOZ Advanced SEO Tactics Certification
- Yext Certified Professional
- Social Media for Business Certification by Oxford Learning Lab
- Marketing 101 Certification by US SBA
- SEO Individual Qualification by Clickminded
- Advanced Social Media Marketing