

Robert J Smith (Josh)

Director of SEO

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EXECUTIVE SUMMARY

- Experienced Director of SEO with 13+ years experience spanning 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, and more.
- Spearheaded 300+ pages of new content on the asurion.com website through collaboration with content, legal, and product team, which led to over 200 new page 1 rankings while delivering a 93% increase in Organic traffic YoY
- Defined OKRs, KPIs, SOPs, etc. and built high-performance teams for multiple organizations as the first internal SEO-focused hire.
- Successfully led teams to execute cutting-edge SEO strategies, consistently resulting in increased website traffic, higher organic rankings, and improved conversion rates for various brands while maintaining operational excellence.
- Awarded Employee of the Month 5 times at various organizations.

RELATED EXPERIENCE

Asurion, Remote

July 2021 - Current

Senior SEO Manager

- Directed business continuity plan to integrate the Local SEO team into the former National SEO team as one unified team.
- Proactively orchestrated a YouTube optimization strategy that resulted in a 40% MoM increase for total YouTube video views working in collaboration with our Social Media Team.
- Developed a White Hat Web 2.0 syndication strategy that enhanced the overall authority of Asurion's targeted properties for improved organic ranking performance.

Empowered Education / Health Coach Institute, Remote

Oct. 2019 - July 2021

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

- Drove and managed the launch of 2 new brand websites under the Empowered Education umbrella that lifted overall conversion rate by 12% and reduced bounce rate by 14%.
- Standardized process for Go-to-Market strategy of new programs that decreased turnaround time for new programs by 3 weeks.
- Coached, mentored, trained, and managed "Web Ops" team consisting of 7 total Front-End Development, SEO, and UX team members.
- Awarded Employee of the Month company-wide for February 2021

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 the majority of those organic rankings moving up by 30+ spots in a highly competitive market.
- Collaborated with the Content Development Team through a training program that increased the number of ranking assets from approximately 100-350+.

Thrive Internet Marketing Agency, Remote**Aug. 2016 - Oct. 2019***Associate Director of SEO (Oct. 2018 - Oct. 2019)*

- Improved link-building program delivering approximately \$12,000/month operational savings.
- Implemented knowledge-based and technical training for 15 direct and indirect reports that resulted in a performance increase of 325,000 more website visitors per month across team client roster.
- Coached, mentored, trained, and managed a team of 3 SEO Managers as well as 12+ SEO Specialists.

SEO Manager (Oct. 2017 - Oct. 2018)

- Instituted a phased SEO and CRO process in my team of 7 that boosted overall conversions across our client portfolio by 18% and decreased client churn by 7%.
- Enhanced the Leadership Training Program by introducing Situational Leadership that improved eNPS score from 76 to 88.
- Coached, mentored, trained, and managed a team of 7 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 (MQLs) 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 MQLs by 46% YoY.
- Awarded 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 our operational technology stack.
- Refined processes and procedures by implementing a phased approach that resulted in an overall cumulative increase in performance of 12% in marketing-qualified leads across 83 client projects.
- Trained and mentored 13 Digital Marketing Specialists, Coordinators, and 3 Managers on current SEO, PPC, Inbound Marketing, CRO, Marketing Automation, Social Media, Content Marketing, and other best practices.
- Awarded Employee Of The Month company-wide for June 2016.

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 Certification
- 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