

# Robert J Smith (Josh)

*Personal Information Removed For Privacy Purposes*

## RELATED EXPERIENCE

**Empowered Education / Health Coach Institute, Remote      Oct. 2019 - Current**

*Director of Web Strategy and Operations (Promoted Apr. 2020)*

- Through proper SEO tactics, we have moved 139 Keywords up in ranking since Jan 2020 with some larger volume ( 1K-12.1K ) keywords moving 15-20 positions.
- Created new wireframe structure for Program page layouts that has reduced bounce rate by 16.29%.
- Implemented Front-End Dev support ticket process that has improved communication and reduced average ticket turnaround time by almost 2 days.
- Accountable for Front-End Development, SEO strategy and UX strategy.
- Lead a team of Developers to ensure maximum productivity and efficiency.
- Own Front-End Architecture and Technology Roadmap.
- Maintain Code quality through thorough testing, code reviews and refactoring.  
Recommend front-end architecture, approaches, frameworks and patterns to meet project goals.
- Contribute and lead adherence to creative technology, SEO, and UX best practices
- Scope effort for feature requests, bug fixes, new launches, etc.
- Lead content strategy, and assistance in the creation of original, high-quality content with proper keyword density, header tags, alt attributes, Alt tags, and metadata.
- Perform ongoing keyword discovery, expansion, and optimization.
- Review and fix Technical SEO Issues while optimizing website content, directing off-page optimization efforts, collecting data, reporting on traffic, rankings, and other SEO aspects.
- Keep abreast of SEO and integrated marketing trends.
- Develop and implement link building strategy to acquire high-quality backlinks.
- Implement changes to website architecture, content, linking and other factors to improve SEO positions for target keywords.
- Identify technical issues and troubleshoot HTTPs migrations, robots.txt file errors, pagination errors, canonical tags, mobile friendliness, redirects, page speed, etc.
- Identify and troubleshoot user experience (UX) problems (e.g. usability).
- Conduct a/b and multivariate testing and adjust designs based on user data.
- Develop Wireframe Mockups based on UX best practices.
- Study how users consume content, including data categorization, taxonomies and labeling.
- Envision architectural scheme, information structure and features, functionality, and user-interface design.

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

- Lead strategy with the Marketing team for content strategy, and assisted in the creation of original, high-quality content with proper keyword density, header tags, alt attributes, Alt tags, and metadata
- Performed ongoing keyword discovery, expansion, and optimization
- Reviewed technical SEO issues and recommended fixes
- Optimized website content, landing pages and paid search copy
- Directed off-page optimization projects (e.g. link-building)

- Collected data and reported on traffic, rankings and other SEO aspects
- Worked with social media and PPC teams to optimize campaigns
- Kept abreast of SEO and integrated marketing trends
- Developed and implemented link building strategy to acquire high-quality backlinks
- Recommended changes to website architecture, content, linking and other factors to improve SEO positions for target keywords
- Incorporated mobile optimization into all SEO strategy
- Identified technical issues and performed troubleshooting on HTTPs migrations, robots.txt file errors, pagination errors, canonical tags, mobile friendliness, redirects, page speed, etc.
- Audited and analyzed website log files

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

**Aug. 2016 - Oct. 2019**

### *Senior SEO Manager / Associate Director (Oct. 2018 - Current)*

- Coached, Mentored, Trained, and Managed a team of 2+ SEO Managers as well as 8+ SEO Specialists.
- Provided knowledge-based and technical training to continually develop my team members.
- Ensured positive client experience for all clients assigned to me as well as my team.
- Resolved any client escalation issues in a positive manner that was best for the client as well as Thrive.
- Monitored client results across my entire team and made necessary recommendations for maximizing results as well as maximizing client relationships.
- Completed internal projects and analyses to increase Thrive's efficiency and profit margins
- Managed my own portfolio of high-value client projects.
- Assisted other departments when needed as a subject matter expert.
- Conducted Quarterly Reviews and performance updates for team members.

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

- Coached, mentored, trained, and managed a team of 6 SEO Specialists to ensure the success of digital marketing campaigns for clients in several industries.
- Trained new managers and developed managerial processes for the digital marketing department.
- Managed and served as the team lead for all aspects of online marketing including SEO, PPC, SMM, and content marketing to generate top results for clients in the areas of rankings, traffic, and leads.
- Served as the account manager to maintain a high customer retention rate by building long-term relationships and delivering excellent results.
- Grew recurring revenue by upselling additional services and monthly hours to existing clients.

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

- Developed customized SEO, PPC, and SMM strategies and oversaw the day-to-day management of digital marketing initiatives.
- Audited websites on an on-going basis and proactively offered recommendations for improving performance.
- Created new on-site content as well as content for partners and blogger outreach initiatives.
- Developed and managed link building initiatives and managed outreach strategies.
- Tracked, analyzed, and reported organic search performance — from internal & external link audits, to SERPs, to organic site traffic, and conversions.
- Set up, managed, and optimized PPC accounts (Google Ads, Bing Ads).
- Stayed abreast of the latest SEO developments and search engine trends.

- Recognized as the digital marketing team's top performer.

## **TheeDesign, Raleigh, NC**

**Dec. 2015 - Aug. 2016**

### *Director of Marketing*

- 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.
- Planned and implemented strategies that increased productivity and output.
- Led team management, motivation, performance, training, planning and career development.
- Developed needed policy and procedures within the team while refining existing policy and procedures to maximize efficiency.
- Worked closely with Sales team to identify new client and partnership opportunities
- Ensured the highest level of client satisfaction across all projects.
- Identified industry trends and proposed solutions to maintain cutting-edge Digital Marketing strategies and tactics.
- Maximized interdepartmental effectiveness.

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

**Jan. 2015 - Dec. 2015**

### *Director of Digital Marketing*

- Devised and implemented comprehensive digital marketing campaigns for clients to maximize ROI.
- Instituted Organic and Local SEO campaigns that maximized website traffic.
- Developed Cross-Browser compatible clean-coded Websites and Web properties for clients.
- Designed websites that maximize conversion rates through usability, content structure, social engagement, and inbound marketing best practices.
- Performed qualitative and quantitative analysis of online marketing results through various analytic platforms and reporting functions to develop key decisions on campaign efficacy and increasing results.

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

**Apr. 2014 - Aug. 2015**

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

- Optimized web site content for traffic and conversions.
- Developed and implemented comprehensive backlink campaigns to company/product sites to increase Search Engine Rank.
- Drove Traffic to the main website through Social Media Marketing.
- Managed and optimized PPC campaigns including but not limited to: Google Adwords, Bing Ads, LinkedIn Ads, etc.
- Performed keyword research and optimization to increase website traffic and grow the MQL and SQL funnel.
- Assisted with handling of digital campaigns such as: email marketing, Webinars, and/or lead nurturing including post-campaign follow up, tracking, and analysis of ROI.
- Supported development of web content, marketing collateral, & tools for the sales team.

- Utilized marketing automation platform to track and report on results to management.

## **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, Bing Ads Accredited Professional, Inbound Marketing Expert Certification by Hubspot, Advanced SEO Tactics Certification by Moz, Yext Certified Professional, Social Media For Business Certification by Oxford Learning Lab, Marketing 101 Certification by US SBA

## **SKILLS**

Leadership, Search Engine Optimization, Pay-Per-Click Advertising, Conversion Rate Optimization, A/B Split Testing, Video Marketing, Marketing Automation, Email Marketing, Website Design and Development, Content Marketing, Inbound Marketing, Funnel Development, Social Media Marketing, Etc.