

## WORK EXPERIENCE

### Dentsu International

Boston, MA (Remote)

*Associate Director, Search Engine Optimization*

April 2023 – Present

- Own the day-to-day client relationships, presenting SEO proposals and recommended tactics to solve client's key business challenges and grow their organic presence
- Manage team of Managers and Associates, assisting with SOW and allocation decisions
- Present and work with new client business pitches to grow the agency's roster of clients
- Write POVs and case studies to be utilized to highlight the success of the SEO team

*Senior Manager, Search Engine Optimization*

February 2022 – April 2023

- Led and worked directly with clients in implementing search engine optimization strategies including content optimizations and Core Web Vitals technical updates that resulted in 27% YoY session growth
- Managed team of SEO associates across multiple accounts while growing the business \$245K YoY
- Implemented content overhaul on client (added FAQs, Image Alts, and Long Form Content) that rose the client to page one in SERP and making them the #1 home builder among their competitive set
- Executed site migration for multinational conglomerate company, working cross-functionally and resulting in page one rankings for key brand and non-brand queries within two weeks of launch

### Digitas North America

Boston, MA

*Senior Analyst, Search Engine Optimization*

July 2021 – February 2022

- Owned local search strategy and location management for client with over 9K locations, launching local pages and increasing total searches to locations 195% over two years
- Led content strategy for QSR client's Newsroom, resulting in click increase of 68% YOY
- Created Google Web Stories, which in 2021 resulted in over 7.8MM impressions for main client's site
- Performed keyword research, competitor analysis, and technical audits to assist during new client pitches
- Implemented deep linking app ordering which drove \$344K in sales from organic search within a year

*Analyst, Search Engine Optimization*

December 2018 – July 2021

- Executed weekly, quarterly, and annual reports and responsible for developing keyword research to identify consumer trends & growth opportunities
- Drafted bulk sheets, wrote ad copy, and managed pacing of paid search campaigns totaling over \$6MM
- Presented website performance decks, search insight reports, and yearly strategic roadmaps to clients

### Havas Media Group

Boston, MA

*Associate Intern, Digital Investments*

September 2018 – November 2018

- Strategized and built media recommendations for clients (e.g. Blue Cross Blue Shield, Eastern Bank)
- Maintained billing documents, media authorizations, and flow charts for four clients to increase efficiency
- Developed relationships with both clients and vendors to ensure successful project implementation

*Insights and Data Strategy Analyst Co-Op*

January 2018 – July 2018

- Created client-facing competitive ad reviews highlighting total ad spend and media mix for over 20 markets
- Discovered incrementality opportunities and defined customer segmentations for \$180M client pitch
- Researched and analyzed data across multiple databases for data collection, data analysis, and reporting

## EDUCATION

**Northeastern University, D'Amore-McKim School of Business**

Boston, MA

Bachelor of Science Degree in Business Administration

December 2018

**Concentration:** Marketing; **Minors:** History and International Affairs

**G.P.A. 3.8**

## SKILLS

**Search Specific Skills:** Google Search Console, Google Analytics, Google Ads, Google My Business, Yext, SEMrush, ahrefs, BrightEdge, Screaming Frog, Google Looker Studio, Botify, and Schema Markup

**Computer Skills:** Microsoft Office (Advanced Excel), WordPress, HTML, Marketo, and Clear Decisions