

## Team-Oriented SEO Management & Implementation

Results-Driven E-commerce Marketing Professional credited with a broad range of experience and expertise across technologies in multiple industries for private companies, nonprofit organizations, government institutions, and high-level e-commerce sites.

### Professional Experience

**AholdDelhaize** | Chicago, IL | June. 2019 – Present  
**Search Engine Optimization Specialist II**

Manage the SEO production, client services, and SEO strategy for the entire suite of Ahold Delhaize e-commerce grocery stores including Hannaford, Food Lion, The Giant Company, Giant Food, and Stop&Shop totaling over **\$200M in organic search revenue**.

- Developed a comprehensive SEO strategy and created a permanent, systemic optimization solution using function-driven content.
- Internal subject matter expert in guiding technical teams (technical product owners, architects) on the best approach for SEO for new website features, functionality, and improvements (i.e. site architecture, canonicalization, web crawlability, and indexability, page speed, markup, etc.)
- Act as the primary point person for all brand clients related to search engine optimization including migration of all stores to a new custom proprietary e-commerce platform called Prism. Established an iterative plan to improve organic results for six stores.
- Collaborate with senior management along with Paid, Social, Email, and Affiliate channel managers to serve as the digital marketing agency for all ADUSA stores.
- Manage and collaborate with outside vendors, agencies, and consultants to produce world-class optimization and reporting using multiple 3<sup>rd</sup> party tools including SEMRUSH, Ahrefs, MS Excel, Data Studio, Google Analytics, Search Console, and Bright Edge.

### Deliverables

- Advanced SEO Strategy Development
- In-Depth SEO Site Audits
- Weekly and Monthly Reporting/Analytics
- Technical SEO Audit & Consulting
- Product Team Collaboration & Training
- Content Marketing Coaching & Training
- SEO Training Courses (screen casting)
- Covid-19 SEO Consulting & Competitive Analysis

### Hard Skills

- World-Class SEO Optimization
- E-commerce Content Optimization
- Backlinks Audit, Clean-Up, Disavow Strategy
- Competitive SERP Analysis
- Google Algorithms & Best Practices
- Vendor Management & Collaboration

### Soft Skills

- Independent & Capable of Autonomy
- Exceptional Customer Service
- Unfailing Reliability & Process-Oriented
- Clear and Concise Communication
- Exceptional Follow Through
- Communicating in a Matrix Environment

**Ecentria, Inc.** | Northbrook, IL | Mar. 2015 – Feb. 2019

***E-commerce SEO Manager / SEO Analyst***

- Led product team on SEO vision and strategy to overhaul and optimize **OpticsPlanet.com** (\$77M) and raised organic search revenue by more than \$80M in 3 years from 2016-2019.
- Invented and implemented function-driven content on 500,000 pages while adding incentives and benefits to pages and ad copy.
- Created and **delivered live and recorded training sessions** for over 80 personnel including programmers, merchandisers, content writers, social media managers, and analytics professionals.
- Successfully led monthly, quarterly, and yearly **statistical presentations** to CEO & Marketing Director including strategy sessions and implementation progress of monthly and quarterly SEO projects.

**Storale Consulting Group, Inc. / ClickHail**

***Owner, Digital Marketing Manager*** | Chicago, IL | Dec. 2003 – March 2015

Managed over 60 website and marketing projects including new site designs, redesigns, site migrations, paid digital marketing campaigns, and SEO for e-commerce private companies, large nonprofit organizations, and government institutions.

**Association of Legal Administrators**

***Website Manager*** | Lincolnshire, IL | Jul. 2007 – Jul. 2008

Managed a team of in-house designers and programmers in the site migration, redesign, and usability overhaul including daily updates, website analysis and integrating SSO on an Aqualogic members-only portal.

**Hudson Institute / International Think Tank & Research Organization**

***Webmaster*** | Indianapolis, IN | Dec. 2001 – Dec. 2003

Managed a comprehensive website redesign, rebranding, and structural overhaul of Hudson.org + 14 micro-sites that included more than 10,000 pages, a quarterly online magazine (American Outlook), and an e-commerce bookstore. Served as the project manager, content manager, and search engine optimization manager for 6 years (2001-2007) as an employee and vendor.

**Pharmaceutical Education & Research Institute**

***Distance Education Manager & Webmaster*** | Rosslyn, VA | Dec. 1999 – Dec. 2001

Revolutionized the Distance Education Department at PERI, Inc. by creating 4 accredited online courses certified by CME, VNA and California Nurses Association. These courses are still being utilized and sold today. Conducted all instructional design, worked closely with subject matter experts (MDs PhDs) to create content, did all HTML programming, JavaScript, Flash interactivity, and utilized WebCT (Now Blackboard) to publish courses.

## Education and Certification

**5-Day Usability & Information Architecture** | Nielsen Norman Group, Inc. | Chicago, IL 2009

**Project Management Professional (PMP)** | Project Management Institute, Inc. | 2009-2021

**ScrumMaster Certification** | Danube Technologies, Inc. | Washington D.C. 2008

**Bachelor of Science, Graphic Arts Management / Marketing minor** | Ball State University | Muncie, IN 1994