







# Grace Liu

## Social Media and SEO Specialist

Social media and SEO specialist with four years of experience optimizing content for discoverability and engagement.

### CONTACT

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### KEY SKILLS

- SEO optimization
- Keyword research
- Analytics (Google Search Console)
- Content alignment
- Backlink analysis

### PROFESSIONAL EXPERIENCE

May 2021 - Present

**Social Media & SEO Specialist, SearchSocial** | Seattle, WA

- Increased organic traffic by 30% through combined SEO and social strategies
- Developed keyword-optimized social posts, improving reach by 20%
- Conducted backlink audits to enhance domain authority

July 2019 - April 2021

**SEO Coordinator, ankUp Agency** | Seattle, WA

- Managed on-page SEO for clients, achieving top-10 rankings for 15+ keywords

Collaborated with content teams to align blog topics with keyword targets  
Reported on SEO performance and social referral metrics

### EDUCATION

**Bachelor of Science (B.S.) Information Technology**

University of Washington, Seattle, WA | May 2019