

Jamie Wilson

SEO Specialist

Philadelphia, PA | (555) 666-7777 | email@example.com | LinkedIn | Portfolio

SEO specialist with five years of experience improving organic visibility through on-page optimization, technical audits, and keyword strategy. Successfully increased search rankings for key landing pages and drove significant gains in organic traffic for e-commerce and SaaS brands.

KEY SKILLS

- Backlink strategy
- Content optimization
- Keyword strategy
- SEO audits
- Competitor research
- Google Analytics and Search Console
- On-page and technical SEO
- SERP analysis

PROFESSIONAL EXPERIENCE

SEO Specialist | February 2020 – Present
MetricWise Digital

- Conducted technical SEO audits and implemented fixes across 50+ client websites, leading to a 110% increase in overall organic sessions
- Developed backlink strategies and managed outreach campaigns, earning placements on 200+ high-authority domains
- Collaborated with content teams to optimize blog posts and product pages, increasing rankings for 30+ competitive keywords

SEO Analyst | July 2017 – February 2020
RankCore Media

- Built keyword maps and meta content for 100+ site pages, improving average position from #14 to #5 in SERPs
- Monitored Google algorithm updates and adjusted strategies to maintain traffic growth during core updates
- Created monthly performance dashboards using Google Data Studio and presented SEO KPIs to stakeholders

EDUCATION

Bachelor of Arts in Digital Media
Temple University, Philadelphia, PA May 2017

CERTIFICATIONS

- Yoast Technical SEO Certification, Yoast | March 2023