



Olga Forde

SEO Specialist

SEO professional with 6 years of experience spanning link-building campaigns, on-page optimization, and technical audits across agency and consultancy settings. Reduced site-wide bounce rate by 48.2% by restructuring internal linking, rewriting above-the-fold copy, and adding schema.org structured data. Holds a Google Analytics Certification and works daily in SEMrush, Ahrefs, Google Search Console, and WordPress.

Location

Waynesboro, VA

Phone

(540) 555-0125

Email

olga.forde@example.com

Education

James Madison University,
Harrisonburg, VA
2016 - 2020
B.B.A. Marketing

Key Skills

- SEMrush
- Google Analytics / GA4
- Google Search Console
- Ahrefs
- WordPress
- Keyword Research and Mapping
- Link Outreach Strategy
- On-Page SEO
- schema.org Structured Data
- XML Sitemap Management
- Competitor Analysis

Professional Experience

SEO Specialist, Shenandoah Creek Digital LLC, Waynesboro, VA
2023 - Present

- Reduced the site-wide bounce rate by 48.2% over 5 months by restructuring internal linking, rewriting above-the-fold copy, and adding schema.org structured data to 46 landing pages.
- Executed 9 link-building campaigns in 12 months, securing 134 referring domains through guest post outreach and resource page placements.
- Moved 23 priority keywords from an average position of 14 to position 6 within 7 months by revising on-page headings and aligning content with search intent identified in SEMrush.
- Monitored trade publications and industry forums weekly, compiling trend summaries that shaped quarterly content calendars for 2 marketing teams.

SEO Analyst, Blue Ridge Ember Marketing Co., Harrisonburg, VA
2021 - 2023

- Executed 5 link-building campaigns per quarter, earning an average of 18 new referring domains per campaign through targeted email outreach.
- Improved average keyword ranking position from 17 to 8 for a portfolio of 41 tracked terms by optimizing title tags, meta descriptions, and image alt text.
- Lowered bounce rate on 12 high-traffic blog posts from 63.4% to 51.2% by adding contextual internal links and restructuring content flow.
- Conducted quarterly consumer opinion surveys with the marketing team and translated findings into 4 keyword cluster reports that guided \$33,610 in ad budget allocation.

Digital Marketing Assistant, Piedmont Forge Media Group, Staunton, VA
2020 - 2021

- Executed 3 link-building campaigns targeting niche directories, acquiring 47 backlinks that helped move 8 product keywords from position 16 to position 11.
- Optimized text, graphics, and multimedia assets across 28 WordPress landing pages for mobile display and search visibility, improving average keyword position by 4 spots.
- Tracked weekly ranking fluctuations in Google Search Console and compiled change-log reports that reduced team investigation time by 6 hours per month.

Certifications

- Google Analytics Certification, Google, 2021