

Leafly.com - Sr. Technical SEO Manager

Oct. 2019 – Present

- Weekly and monthly reporting and analysis of organic traffic
- Weekly and daily SEO auditing looking for changes to critical elements using scheduled crawling and Google Search Console
- Create tickets in JIRA with user stories and acceptance criteria; shepherd tickets through grooming, development, testing, to launch
- Monitor and troubleshoot issues with Core Web Vitals
- Provide requirements for organization, local, product, review, FAQs, how-tos, and recipes schema
- SEO support and testing for frontend and backend migrations including redirect strategies when needed
- Strain database auditing to look for new strain gaps, errors, duplicates, aka duplication, and strains that need updating
- WordPress support including troubleshooting, bug fixes, and some publishing duties
- Keyword opportunities and search volume research
- Dynamic page title and meta-descriptions template updates
- Monitor and troubleshoot issues with Core Web Vitals
- Competitive analysis - technical and content

Sr. SEO Strategist (Technical Lead) - Nordstrom

Aug. 2017 – Oct. 2019

- Since joining Nordstrom, SEO driven visitors increased from 110M to over 191M and SEO demand increased from \$730M to over \$1.5B
- Lead and manage the end to end strategy for the technical SEO roadmap and work with product and engineering teams to build project scopes, business objectives and secure resources for development. Projects include:
 - Desktop and mobile - content and link crawlability
 - Brand page migration and automation SEO requirements
 - Filter page migration and new URL structure requirements
 - SEO requirements for Canada
 - Duplicate content mitigation
 - SEO requirements for New York Flagship run-up and opening
- Work with SEO dedicated developer, create JIRA stories and requirements, and test new releases
- Setup and manage ongoing site auditing using weekly full site crawls to discover and report errors, redirect removed pages, and report on site changes
- Manage and optimize local listings for 700+ stores and services with Yext. Requirements and testing for API. Over 1B local Google impressions for f2018
- Onboard and integrate new vendors working with privacy/security, finance, and technology

SEO Manager - Nordstrom

Nov 2016 - July 2017

- Manage a team of 3 SEO professionals
- Report weekly SEO data to leaders to share overall impact of SEO to the organization
- Manage monthly and quarterly SEO forecasting of revenue and visits, segmenting by traffic type: branded & non-branded traffic
- Report new SEO algorithm changes to organization leaders from Directors to C-levels and explain overall SEO implication to Nordstrom.com
- Vendor management: manage relationships and touch bases, budgeting and onboarding
- Identify low hanging fruit and keyword gaps for landing page optimization

SEO Strategist - Nordstrom

Sept 2015 - Nov 2016

- Manage SEO on-page/content optimization for 2 major categories of business and report weekly and YoY revenue performance to key stakeholders of the organization

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- Set up weekly crawling of nordstrom.com to report and rectify site errors such as bad status codes, duplicate content, redirect chains
- Created new reporting dashboards using Brightedge, Keylime Toolkit and Tableau to better integrate key SEO metrics (rankings, impressions, CTR) and customer shopping metrics such as revenue, visits, bounce rate, etc.

E-Commerce / Online Marketing Manager - Cellars Wine Club

April 2015 - Aug 2015

- Managed the end to end SEO strategy and defined a roadmap for growth through content/keyword gap analysis and technical changes to site
- Revitalized affiliate marketing program while reducing costs
- Created product feeds for Google Shopping and affiliates
- Managed all troubleshooting and development. Set up products, subscriptions, promotions and tracking codes for Google, Bing, Facebook, and affiliates along with MailChimp integration. Customized transaction based emails. Added email sign-up boxes, links to Google Reviews, blog posts, copy, and images
- Increased sales by 138% from April 2015 - June 2015
- Built website for sister company: Sumerian Brewing Company

SEO Project Manager - Nordstrom

Nov 2012 - April 2015

- Evangelized SEO internally to promote on-page SEO best practices to marketing strategy, copywriters, content producers, and engineering teams
- Responsible for innovative ideas to improve overall SEO performance - submitted specs though JIRA and used agile based development strategy for testing and implementation
- Worked with engineering to build and manage the SEO category page filter and facets using dynamically built pages with metadata and increased the reach of pages in Google's index by 969% while growing keyword rankings incrementally
- Led the user reviews integration into product and brand pages with vendor
- Managed list of unpublished pages from site merchandising to mitigate duplicate content and 404s by redirecting, canonical or status 410 applicable pages

SEO Specialist - Sierra Trading Post

2007 - Nov 2012

- Worked with web development, copywriters, and web marketing team to increase ranking and conversion on Google, Yahoo, Bing and other search engines
- Defined and wrote specs for URL, metadata, & on-page SEO requirements for new CMS
- Rewrote the entire URL structure/subfolders with SEO & crawlability on top of mind
- Created the search taxonomy department and managed search query optimization
- Worked with buying and creative teams to build online buying guides
- Built reporting dashboards for stakeholders using Google Analytics to present weekly/monthly business performance on visits, revenue, average orders and customer behavior such as bounce rate, time on site

E-Commerce Marketing Manager - Sierra Trading Post

2002 - 2007

- Led the creation of the online marketing department - hired and managed a team of 15 web designers, web marketers and web operations specialists and grew online sales to more than \$200 million annually
- Wrote specifications for new website features and enhancements and worked cross-functionally with UX, design and programming team for implementation
- Led the strategy for growing the email list, including email targeting, segmentation, and deliverability
- Oversaw implementation of Google Checkout, PayPal, and Bill Me Later

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- Helped develop & train customer service representatives to handle web related customer issues. Ran weekly meetings to maintain positive customer satisfaction scores

Web Design & Online Marketing Manager - Sierra Trading Post

1998 - 2002

- Designed Sierra Trading Post's first website and led the growth of the e-commerce channel to the #1 revenue driving channel in less than 2 years
- Conceived concept and workflow for inhouse product photos without models
- Worked with external programming vendor to integrate backend legacy systems including product info, inventory controls, customer registration, & order processing
- Responsible for early web marketing initiatives by creating and optimizing digital ads through affiliate partners and search engines
- Launched first email marketing program and grew to over 1 million opt-in emails
- Started and managed first email customer service correspondence which eventually led to a 24-hour chat & email

Import Manager / Assistant Buyer - Sierra Trading Post

1997 - 1998

- Manage and coordinate with foreign suppliers and import company to determine tariffs, shipping costs, date of shipment, and date of arrival
- Order and distribute product samples from suppliers for product illustrator and copy writers
- Manage variations between supplier invoice and receiving for under-shipments and over-shipments

Customer Service, Returns, Retail, Fulfillment - Sierra Trading Post

1986 - 1997

- Began career with Sierra Trading Post in the warehouse packing and shipping orders. Later worked with customer service processing mail orders, taking phone orders, customer assistance, and return processing. Help setup and operate first retail space in the corner of the warehouse, later managing the retail store

Education

University of Nevada, Reno

Studies in Fine Art, Ecology, and English Literature

Technical Skills & Software

SEO Tools: Brightedge, Conductor, Deepcrawl, Screaming Frog, Keylime Toolkit, Botify, SEM Rush

Google: Keyword Planner, Search Console, Analytics

Web design: HTML, CSS, Web Design, Filezilla, Wordpress

Adobe: Dreamweaver, Photoshop, Illustrator

Other tools: Excel, Word, Powerpoint, JIRA