

Experienced managing SEO programs for enterprise level websites; from keyword volume research to driving large-scale technical SEO projects across multiple departments, my skills are up to date and have proven effective for increasing visitors and sales.

Leafly: Oct. 2019 – Current

Sr. SEO Manager, Strategy and Technical

At Leafly, we saw tremendous growth in organic traffic for my first 3 years, growing from 4.5 million to 8 million clicks/month. The last 2 years have proven more challenging as Google continues to learn about the cannabis industry; triggering more Google features like the AI Overview and product shelves, pushing organic search results further down the page. In response, I've increased my understanding of changes to Google search, how these changes impact organic traffic, and developing new strategies in response.

- Weekly, monthly, and quarterly traffic analysis and recommendations
 - Presented to leadership
- Analysis of Google algorithm updates including changes to keyword classifications, layout changes, and effects on ranking and traffic
- Championed new strain creation providing traffic analysis, finding strain gaps, and shepherding the creation of a new strains list page
- Oversaw numerous projects to inject custom content into dynamic page groups using our CMS tool
- Set up, manage, and analyze daily, weekly, and periodic full site crawls
 - Set up emails to alert on site errors and regressions
- Provide recommendations and create tickets in JIRA with user stories and acceptance criteria
 - Shepherd tickets through grooming, development, testing, to launch

Nordstrom: Nov. 2012 – Aug. 2019

SEO Strategist, Technical SEO Project Manager, SEO Manager

During my tenure with Nordstrom, SEO driven visitors increased from 110M to over 191M and online sales increased from \$730M to over \$1.5B. As an SEO strategist, I provided recommendations to the Shoes and Beauty divisions which were the 2 fastest growing in 2013. As an SEO project manager, I made recommendations for new traffic opportunities and recommendations to improve overall SEO performance. Eventually I managed a small team of 3 SEO professionals, collaborating on sitewide SEO strategies and development ideas. I continued to evangelize the importance of SEO company-wide and spread best practices. I reported to leadership weekly, did monthly and quarterly SEO forecasting, budgeting, and reported new SEO algorithm changes and their implications.

- Evangelize SEO to leadership to secure development resources and enforce SEO best practices company-wide

- Convinced Beauty Department to use “perfume” and “cologne” instead of “fragrance” on the website due to the stark differences in search volume
- Eventually adopted in all marketing materials, catalogs, and in-store displays
- Lead initiatives to reduce errors and save traffic
- Unpublished page report shared across all marketing to reduce the use of non-functioning URLs
- Processes to dynamically and manually redirect old URLs
- Improved ranking for high volume keywords by allowing certain filters and facets to be indexable without duplication
- Evaluate and manage vendor relationships

Sierra Trading Post: 1986 – 2012

Web Designer & Ecommerce Manager

Soon after its founding, I got an after-school job with Sierra Trading Post; picking, packing, and shipping orders out of a small warehouse. Working my way through customer service, returns, and retail; I found myself designing and managing their first ecommerce website which quickly grew to over \$150 million in sales annually. As the website matured and needed new customer sources, I oversaw the creation and growth of new channels and departments: email marketing, online customer service, paid search, and SEO. On 12/21/2012, Sierra Trading Post sold to the TJX Companies, Inc. for \$200 million and is now called Sierra.

- Designed and managed Sierra Trading Post's first ecommerce website
- Instrumental in shifting from 2 color product drawings to full color product photos
 - Had to be done in-house with no models
 - Developed idea for product display using photos and “invisible man technique”
- Worked closely with programming company to integrate and sync backend (green screen) legacy systems including product information, inventory controls, customer registration, and order processing
- Created promotional categories like The Bargain Barn and Web Only
- Ecommerce surpassed catalog sales to become the lead sales channel after 2 years
- Managed 15 people at peak
- Played a vital role in creating and evolving new departments and sales channels

Freelance

I design, develop, and maintain websites for artisans and small-businesses owned by friends and family. I also make etchings.

Learn more about me and see references at swcude.com. Thank you!