

JONATHAN GOODRICH

RELEVANT DIGITAL MARKETING EXPERIENCE

829 Studios - Sr. SEO Strategist - November 2022 to Present

- Achieved organic results for a variety of national clients in different industries like e-commerce, B2B SAAS, Hospitality, Energy, Professional Services, and Local Home Services. (101 Mobility, Aperia, Haffner's Energy, First Aid Beauty)
- Developed, updated, and managed website content using WordPress, Squarespace, GoDaddy, Wix, Shopify, & Magento

High Level Marketing – SEO Associate – February 2022 to November 2022

- Coordinated with customer success team and project managers to deliver meaningful outcomes for clients and fulfill client requests
- Developed, updated, and managed website content using WordPress, Squarespace, GoDaddy, Wix, Shopify CMS, and other proprietary CMS systems like MYCE and Tyfoon.
- Implemented Google Analytics and Google Tag Manager on client websites to accurately capture and measure website metrics and performance
- Monitored, managed, and reported Google Search Console data to compile organic insights and areas of opportunity.
- Utilized tools like Ahrefs, SEMrush, ScreamingFrog, SERanking Yoast SEO, All in One SEO, and Surfer SEO
- Implemented technical SEO audits, demonstrating an advanced understanding of technical SEO concepts like crawling, indexing, site migrations, HTML, Javascript, CSS, Schema Markup, Website Architecture, and page speed optimizations.
- Created SEO content for clients in a variety of industries like home services, medical, legal, and manufacturing.
- Implemented conversion rate optimizations (CRO) using tools like Bing Clarity and other heatmapping solutions
- Experience leveraging local SEO tools like Yext and Local Viking to boost clients' local visibility.

Acentech – Digital Marketing Specialist – October 2019 to January 2022

- Created qualifications materials for client proposals, ensuring accuracy and timely delivery.
- Managed Acentech's new website redesign project, working with web developers to implement best SEO practices.
- Monitored and maintained internal tracking of company and project data using Deltek Vision software.
- Maintained/updated CRM database with accurate project and client information.
- Managed SEO-related tools like Google Search Console, Google Analytics
- Updated social media channels and WordPress website, scheduled posts, and announcements.
- Monitored, reported, and analyzed digital web metrics for Acentech's website and social media.

EDUCATION

Suffolk University, May 2020 (Boston, MA)

Bachelor of Science, cum laude Major: **Marketing** Minor: **Business Law**

Cumulative GPA **3.59/4.0** Marketing GPA: **4.0/4.0** Dean's List Student

Computer Skills:

HTML, CSS, Microsoft Suite, Google Suite, Google Analytics, Google Search Console, Google Tag Manager, Google Ads, Adobe InDesign, Adobe Acrobat, Magento, Hubspot, SEMRush, WordPress, Shopify, MailChimp, Ahrefs, Screaming Frog, Salesforce,