

SEASONED GROWTH MARKETER motivated by traffic, data & empathy. Powered by:

Google Analytics	Ahrefs	HTML / CSS
Google Search Console	Semrush	Python
Google Merchant Center	Screaming Frog	Schema.org
WordPress	OnCrawl	My dog, Winnie 

FULL TIME**FAIRE | Global SEO Lead | Mar 2023 – Jan 2025**

Promoted to oversee all marketplace, blog & linkbuilding programs across 14 partners
Key focuses: internal linking, crawl budget optimization, schema, Merchant Listings
Built programmatic keyword pipeline with Data Science to scale product listing pages across international longtail search volume
Created international blog & linkbuilding strategies from scratch
Recruited & managed 3 contractors in 3 countries
Blog grew from ~0 across all organic metrics to ~30 global retailer signups/month
Linkbuilding reached 6% earn rate in Europe in 6 months, 9% in the US in 12 months
YoY impact (Europe): +110% retailer signups in first year, +59% over the next 2 years
YoY impact (North America): +27% retailer signups in first year, +5% over the next 2 years
Total global SEO contribution: +\$600K in new first-month GMV (+\$500K in total LTV)

Previous role (Faire): SEO Manager | Jan 2022 – Mar 2023

Wholesale marketplace for independent brands & retailers
Built Faire's first official SEO program
Key focuses: mobile indexing, pagination, meta tag optimization, international property launches, taxonomy expansion, TAM analysis, metrics alignment
Marketing partner & educator to 7 BE/FE engineers, 1 designer, 1 data scientist, 1 PM
Indexed 3 million new pages on Google across 9 different languages in 6 months
Partnered with Product to develop, update & experiment on quarterly growth strategy
Partnered with ads team to test new keywords & spend on specific product categories

HUBSPOT | Principal Growth Marketing Manager | Apr 2021 – Jan 2022

Promoted to lead market research on product growth opportunities for 3 core products
Reported on performance to Marketing & Product leadership for free tier of each product
Designed experiments to increase each product's existing organic & paid footprint
Semi-automated a research framework to size a product's or content's organic potential
Created a prioritization system to govern the order of each product's execution

Previous role (HubSpot): Sr. SEO Strategist | Dec 2020 – Apr 2021

Pivoted role to create & project manage organic growth strategies for 7 free tools
Partnered with other Marketing teams to align organic traffic goals with acquisition goals
Audited site content for technical opportunities related to page speed & linking structure
Consulted on SEO requirements prior to web design & development sprints
Automated tasks related to keyword research, site auditing & competitive analysis
Diagnosed, reported on & developed solutions for falling traffic on HubSpot Blog

Role 2 (HubSpot): Sr. SEO Strategist | May 2019 – Dec 2020

Grew the HubSpot Blog's traffic by 3.1 million organic sessions (35% YoY growth)
Created & implemented a quarterly SEO strategy for 4 blog properties

(cont.) ... Conducted competitive analysis & keyword research for ~300 blog posts per quarter
 Assisted larger SEO team in localizing this strategy for our international markets
 Launched a blog strategy for all HubSpot tools that generates 430 new users/month
 Operationalized the analysis of total addressable markets using search analytics

Role 1 (HubSpot): Sr. Staff Writer, SEO | Jan 2018 – May 2019

World's leading inbound marketing & CRM platform for scaling businesses
 Executed SEO strategy for three blog properties across new & emerging topics
 Transformed the system for optimizing historical content on blog.hubspot.com
 Collaborated w/ Acquisitions team to align traffic goals with lead & user acquisition goals
 Increased HubSpot Blog organic traffic by 3M organic views in less than a year

VEOLIA NORTH AMERICA | Content Manager | Jan 2017 – Dec 2017

World's largest environmental services firm specializing in energy, water & waste
 Ghost-wrote story & thought leadership for technical experts across 5 service lines
 Managed a marketing funnel engaging readers through paid, owned & gated content
 Created a social media strategy supporting 5 service lines and 3 business lines
 Increased company blog's organic traffic by 20% and direct traffic by 70%

SKYWORD | Editorial Manager | Apr 2016 – Dec 2016

My clients: Colgate-Palmolive, Tom's of Maine, SolarCity, IBM
 Promoted to work directly with clients to edit & deliver 15-30 pieces of original content/month
 Recruited freelance writers for accounts tailored to diverse audiences & brand tones
 Managed associate editor's development & role to the monthly review process
 Wrote content for Skyword's blog & e-book offerings

Previous Role (Skyword): Associate Editor | Apr 2014 – Apr 2016

Content marketing agency. My clients: Colgate, Tom's of Maine, Hill's Pet Nutrition
 Edited content for clients publishing high-performing, brand-aligned industry stories
 Helped build a multi-brand account suite across Colgate-Palmolive's company portfolio
 Coached freelance writers through tone & AP/Chicago style

HEARST | Reporter, The News-Times | May 2009 – Aug 2009

Print/online newspaper belonging to Hearst media group
 Interviewed city Mayor, business owners, government staff, & other relevant individuals
 Published 25 articles, 26 photos, and 3 videos

CONTRACT & FREELANCE

HOLAFLY (4 mo) | UNDERScore VC (1 mo) | SEO Consultant

Merchant Listings optimization via Google Merchant Center
 Topic clustering, WordPress blog strategy, content pruning

BRAFTON INC. | CLEARVOICE | Contributing Writer | 2011 – 2014

Content marketing agencies. Market focuses: insurance, technology, real estate, finance
 Pitched & produced stories for clients sponsoring SEO-driven material

EDUCATION

SYRACUSE UNIVERSITY | 4-time Dean's List Student | 2007 – 2011

Writing and Rhetoric (B.A.), College of Arts & Sciences
 General Management (Minor), Martin J. Whitman School of Management

ACTIVITIES

SYRACUSE ATHLETICS | Div-I Cross Country, Track | 2007 – 2011

Big East All-Academic team member, Athletic Director's Honor Roll member
 Writing consultant for fellow student-athletes, bringing several C students to an A