

Jose Ramirez

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A results-driven SEO Specialist with 10+ years of experience, specializing in content strategy, search engine marketing (SEM), and meta elements. A strong history of building and leading diverse digital marketing teams to execute complex SEO initiatives. Adept at identifying opportunities to enhance keyword optimization based on market indicators and Google Analytics.

Education

Bachelor of Science (B.S.) Marketing

Temple University, New York, NY
September 2007 - May 2011

Key Skills

- Search Engine Optimization (SEO)
- Content Development
- Campaign Management
- Keyword Optimization
- Content Management System (CMS)

Certifications

- Inbound Certification, HubSpot Academy, 2014
- Content Marketing Certification, HubSpot Academy, 2012

Professional Experience

Senior SEO Specialist

PNC Bank, Philadelphia, PA | August 2016 – Present

- Develop and execute SEO strategy for the website of a leading national bank, redesigned sitemaps, integrated backlinks, and enhanced keyword optimization to improve unique, organic traffic by 140% YOY across product pages for banking services
- Manage a team of 15+ digital marketing professionals to conduct in-depth research on industry keywords, perform SEO audits, and refine sitemaps
- Reduce bounce rates from 45% to 34% by optimizing content relevance for audiences and identifying opportunities to improve page load times

SEO Specialist

Web Solutions Corp., Philadelphia, PA | May 2011 – August 2016

- Executed digital marketing initiatives and campaigns for ten client accounts valued at up to \$250K across various market segments, which included revamping website layouts, identifying optimal URLs, and leveraging Google Analytics to drive web traffic
- Created meta tags, optimized keywords, identified opportunities to improve on-page aspects, developed title tags, and increased organic traffic by 120%-130% on average