



# PROFESSIONAL EXPERIENCE

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## SEO Manager

APR 2015 – DEC 31st 2016

Aviva Canada <https://www.avivacanada.com/>

### *SEO Duties include:*

- Establish and lead an in-house SEO team consisting of three Content Writers, two Outreach Specialists, and one Technical SEO Specialist
- Technical Implementation of on-site search optimizations
- Validating website for site accessibility high standards
- Creating and the implementation of Content Strategy
- Keyword Research and Development using SEO toolset of Semrush, Moz, Wordtracker, Keywordtool.io, Google Keyword Planner
- Hosting internal SEO training workshops to provide guidance and thought leadership to different departments within the organization
- Optimization of different off-site search verticals
- Local SEO and Google Maps Search Optimization
- Creation and the implementation of advanced SEO strategies with the objective to improve Aviva's Direct to Consumer proposition by increasing search index visibility
- Social Media Optimization
- Creation of innovative partnering programs to increase the quality of inbound links and traffic from other related digital brands
- Monitoring organic search placement and generating weekly reports
- Generating detailed monthly SEO reports using Semrush, Moz and Google Analytics

## Senior SEO Leader

APR 2010 – MAR 2015

Flight Centre Canada <https://www.flightcentre.ca/>

### *SEO Duties include:*

- Lead the in-house team of three Content Writers and Outreach Specialist
- Developing and implementing effective SEO strategies for various campaigns with the goal of improving their overall visibility non-branded keywords and in turn increasing revenue and lead generation
- Executing A/B test using Visual Website Optimizer
- Conducting Keyword Market Research on target markets' searching habits
- Developing and optimizing meta tags
- Social Media Optimization and Marketing
- Developing in-house SEO standards for usability design and coding
- Using ethical/white-hat on-page and off-page SEO techniques to produce high rankings for numerous keywords for various portals
- Developing, generating and interpreting periodic campaigns performance reports using web analytics
- Monitoring organic search placement and generating weekly reports
- Generating detailed monthly SEO reports using Semrush, Moz, and Web CEO
- Developing and managing local SEO campaigns and citation building for local shop pages

## Senior SEO / Webmaster

NOV 1999 – MAR 2010

World Vision Canada, <http://www.worldvision.ca>

### SEO Duties include:

- Website Review and Market Research
- Keyword identification, comparisons, and strategic recommendations
- Writing Meta and Title Tags
- Suggesting Search engine friendly site contents including links and navigation
- Link building, Article/ Press Release review
- Creating Google Sitemap
- Ongoing SEO reporting

## PROFESSIONAL EDUCATION AND CERTIFICATION

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### Search Engine Academy Toronto

NOV 1999 – MAR 2010

Advanced SEO Mastery, SEO Professional Certification, <http://www.seotrainingtoronto.com>

- Advanced Keyword Research, Behavioral Trend Analysis and Social Media Marketing
- Advanced SEO Web Design Practices and Latent Semantic Indexing
- Increase Visibility, Credibility, Name Recognition, Branding, and Link Popularity
- Google Adwords, Google Webmaster Central and Search Personalization, SEO Project Management

### Google Analytics

MAR 2016

Google Analytics Certified Professional

### Webtrends Training Academy

JUN 2008

Web Statistics/Reporting, <http://www.webtrends.com>

- Navigate the Webtrends interface and interpret reports, Export to a SmartReport or ODBC format
- Create profiles, data sources, templates, and dashboards
- Understand the purpose of the JavaScript tag and basic Webtrends parameters
- Create hit and visit filters to segment traffic, DCS multi-track function - Web 2.0 tracking
- Implement basic campaign reporting and paid search tracking, measuring website conversion rates

### SharePoint HQ Training Centre

APR 2008

Microsoft SharePoint Designer 2007, <http://www.sharepointhq.com>

- Customize SharePoint site using master pages, page layouts and CSS styles
- Create custom SharePoint site themes and line-of-business workflows in MOSS 2007
- Customize workflows and create data applications in SharePoint Designer 2007
- Access external data using the Data View/Data Form Web part

### United Systems Solutions

DEC 1999

Lotus Notes Developer, CLP Certification

- Application Development, Building Forms, Creating Views, Enhancing Forms
- UML notation - Class Diagram
- Using Collections Framework

## Computer Technology Institute

Mississauga, Ontario

SEP 1997 – JUN 1999

- Basic and Advanced Web Design and Layout,
- Managing a Website
- Email Marketing
- HTML WYSWYG Editors