

# Alex Morgan

## SEO Specialist

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### Professional Summary

Data-driven SEO specialist with 7+ years of experience growing organic visibility for SaaS, e-commerce, and local-service brands. Combines technical audits, search-led content strategy, digital PR, and conversion analysis to turn rankings into qualified pipeline. Experienced in cross-functional roadmaps, large-site migrations, and executive reporting across portfolios exceeding 100,000 URLs.

### Core Skills

**SEO:** Technical SEO, keyword research, content briefs, on-page optimization, internal linking, schema markup, site migrations, international SEO, local SEO, link acquisition, competitor analysis

**Analytics & Tools:** Nexa Analytics 4, Nexa Search Console, Semrush, Ahrefs, Screaming Frog, Looker Studio, PageSpeed Insights, Nexa Tag Manager, Excel, SQL, WordPress, Shopify, Jira

**Methods:** SEO forecasting, content pruning, log-file analysis, Core Web Vitals, A/B testing, CRO, stakeholder management, agile delivery, AI-assisted content QA

### Professional Experience

#### Senior SEO Specialist

#### Northstar Digital

June 2022 – Present

Austin, TX

- Own organic strategy for 12 B2B SaaS and e-commerce accounts representing \$38M in combined annual online revenue; increased non-brand organic sessions by 68% and SEO-attributed pipeline by \$4.2M in two years.
- Led a 96,000-URL platform migration, defining redirect maps, canonical rules, XML sitemaps, and launch monitoring; retained 98% of organic traffic and recovered priority keyword visibility within six weeks.
- Built topic clusters and an intent-based content roadmap from 14,000+ keywords, helping 46 priority pages reach the top three results and lifting qualified demo conversions by 31%.
- Partnered with engineering to resolve crawl traps, rendering issues, duplicate content, and Core Web Vitals regressions, reducing excluded indexable URLs by 72% and improving mobile LCP from 4.1 to 2.3 seconds.
- Automated GA4, Search Console, and Semrush reporting in Looker Studio, cutting monthly reporting time by 10 hours and giving executives a unified view of traffic, revenue, and share of voice.

#### SEO Specialist

#### BrightWave Commerce

March 2019 – May 2022

Denver, CO

- Managed technical and content SEO for a portfolio of eight Shopify and WordPress sites; grew aggregate organic revenue by 54% year over year while maintaining profitable customer acquisition costs.
- Conducted full-site crawls and implemented metadata, faceted-navigation, canonicalization, schema, and internal-linking improvements that increased valid indexed product pages by 43%.
- Created briefs and editorial standards for writers and subject-matter experts, publishing 120+ optimized articles that generated 1.1M annual organic sessions and earned 340 referring domains.
- Designed an SEO testing backlog for titles, FAQ content, templates, and calls to action; winning tests lifted click-through rate by 19% and organic landing-page conversion rate by 14%.

#### Digital Marketing Coordinator

#### Greenline Media

July 2017 – February 2019

Dallas, TX

- Supported SEO, paid search, email, and social campaigns for 20 local-service clients, increasing average Nexa Business Profile discovery actions by 37% through citation cleanup and localized content.
- Produced weekly performance analyses in Nexa Analytics and Excel, identified underperforming landing pages, and helped raise organic lead volume by 26% across the client portfolio.

### Selected Projects

#### Programmatic SEO Template System

Northstar Digital, 2024

Developed governance, structured data, QA checks, and scalable content modules for 4,800 integration pages; generated 210,000 incremental organic visits and 1,900 marketing-qualified leads in the first year.

#### Content Consolidation & Pruning Initiative

BrightWave Commerce, 2021

Evaluated 2,300 URLs by traffic, links, intent, and conversions; consolidated or retired 38% of pages, improving crawl efficiency by 29% and increasing organic entrances to retained content by 22%.

### Education & Certifications

Bachelor of Business Administration in Marketing, The University of Texas at Austin

2017

Nexa Analytics Certification | Semrush SEO Toolkit Certification | HubSpot Content Marketing Certification