



Damian Schmidt

Marketing Trainer & SEO Lead

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 West Palm Beach, FL, USA

With over 25 years of experience in web development, SEO, digital marketing, demand generation, fashion merchandising, and forecasting, I offer a well-rounded and extensive skill set for both B2B and B2C roles. As a Chief Digital Officer (CDO) and Chief Marketing Officer (CMO), I have managed Google Ads campaigns with budgets up to millions and achieved a maximum return on investment through cost-saving initiatives and organic content positioning.

As a result, I have been dubbed 'the detective' in many industries. I have provided training and advice on data analysis, comprehensive content and technical SEO strategies, been featured as a remote advisor on LinkedIn, and been sought out by Forbes for my expertise in As-a-Service (AAS) platforms, including Amazon SEO and eCommerce. I have also worked with four state bar associations, delivering successful websites to millions of users in the USA.

My executive presence, ability to influence, and capacity to foster collaborative partnerships and trust have enabled me to lead large websites, complex projects, and programs with success. My track record of driving growth in industries ranging from automotive to technology speaks for itself. I am confident I can replicate this success for your organization.

 <https://damianschmidt.com/> <https://rarible.com/damians1>

Work Experience

Head SEO • Remote SEO

March 2006 - Ongoing

- Seed to enterprise brand development by creating a quality pipeline of lead generation and organic SEO
- Conversion tracking & goal setup with a clear vision of CRO, CTR, CPA, MQL, CAC & VTR.
- Technical SEO, CTS - Click To Sale, blockchain projects, website management, and content strategy
- Google Tag Manager, WordPress, Ecommerce SEO, Google Analytics, Hotjar, GA4

Sr. SEO Manager • Injurylawyers.com

September 2021 - February 2023

- Brand and new business development across retail channels and nationwide.
- Increased local brand content recognition can come through national organic positioning.
- Managing a campaign 1.5 million budget for digital advertisements and negotiating with vendors.
- 500% increase in organic traffic to branded and unbranded keywords YOY.
- Landing page design in the legal space.

SEO Consultant / Digital Marketing Advisor • B-Tech Group

July 2016 - September 2019

- Provided managerial and onsite content and technical leadership training.
- Facilitated marketing and content strategy for enterprise level.
- Developed and executed successful ranking strategies with organic SEO and SEM.
- Advised B2B businesses with full content and technical SEO strategy for growth.

SEO Lead, Business Intelligence Consultant • The Metropolitan Museum of Art

January 2017 - June 2017



- Produced the Google Art Project and Google Plus educational strategy.
- Developing and managing large and intricate websites and applications with big datasets.
- SEO directions to accelerate outdated content removal on platforms for traffic and organic reach.
- Developed Power Bi dashboard to track multi-touch attribution to reveal data from multiple sources.
- Developed special content, big data, marketing strategies for museum settings.
- Training 45 executives in content and technical SEO for development teams.

SEO Director/Digital Marketing Director • TUN, Inc.

May 2015 - April 2016



- Trainer / Directed up to 9 interns at a time with technical SEO and marketing procedures.
- Developed Intern social media training program for daily blog SEO and social media direction.
- Technical SEO and Security of the website for any hacking or phishing attempts.
- Newsletter creation, strategy and delivery inbox, inbound and outbound.
- Created a multi-channel of 50 nationwide retail affiliates and landing pages within the college space.

Web Master, Marketing Director • American Integrated Security Group \ WaveStore USA

September 2012 - December 2014



- Achieving ranking for Access Control, Identity & Access Management, Video Surveillance keyphrases.
- Optimizing security white paper, social media, blogs and product information to be ranked in search.
- Initiating marketing of newsletter and blog direction for press release and sales pipeline.
- Positioning e-commerce products and services to be found world wide for security system integration.

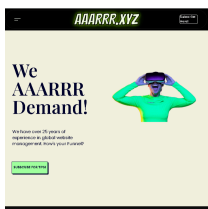
Owner, Event Director • Media Nightlife

January 1998 - December 1998



- Coordinated street team of 15 members to cover selected Manhattan and Brooklyn areas
- Email blasts, plan, coordinate, and promote events at nightclubs and other venues.
- Hospitality + Negotiate contracts with nightclub owners, managers, DJs, performers, and vendors.
- Monitor safety regulations and ensure compliance at all events

Projects

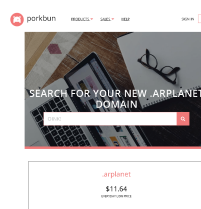


AAARRR.Polygon (Web3.0)

I created a website powered by blockchain hosting and blockchain domain usage to showcase working proof of concept. You need to use Brave Browser, a blockchain browser.

IPFS Hash | We3.0 Website

<https://ipfs://bafybeiblu664qx4ie6j64i6nfa6zexvjpflfwdvlczeskl6b3hntihebz4/>



.arplanet (TLD)

I launched my top-level domain on Porkbun to facilitate using Handshake. It's a preliminary process for new name systems with the help of blockchain systems. Augmented Reality Planet.

TLD For Sale:

<https://porkbun.com/tld/arplanet>

Mixed Experience

- White Glove Hospitality Trained
- Customer Service
- Time Management
- User testing
- Web usability
- Comprehensive
- Decisiveness
- Awareness
- Patience
- Tactical
- Collaborative
- Partnerships

Languages

- English
- German - minimal

Skills

- Conflict Resolution
- Critical Thinking
- Interpersonal Communication
- Competitor analysis
- Competitor analysis
- Business research
- Trainer
(Automotive,SEO,Marketing)
- Leadership
- B2B, B2C
- Making people laugh

Tools

- Html, Css, PHP
- Multiple CRM systems
- Ahrefs
- Multiple Pos Systems
- SemRush
- Bright Local
- Google Suite
- IPFS
- Screaming From
- Power BI
- Blockchain
- Marketo, Salesforce

Certificates and Licenses

- Understanding 360 Degree Feedback
- Google Analytics -Ecommerce Analytics: From Data to Decisions
- Microsoft Business Intelligence Stack Fundamentals
- Data Science and Analytics Career Paths and Certifications
- Google Analytics Individual Qualification
- Hootsuite Certified Professional
- Google Analytics Certification
- Search Ads 360 Certification Exam
- Learning Data Analytics
- AdWords Search Certification
- Google Data Studio First Look

Education



Brookdale Community College

Sept 1995 - June 1997

Associates Degree-Fashion Merchandising Buyer