

DAMIAN SCHMIDT

Ocala, Florida | dev@damianschmidt.com | 347-466-9736

 /damian1seo

<http://damianschmidt.com/>

SUMMARY

Interested in SEO with team leader experience. Skilled in web development, Social Media management, reputation management, digital marketing, Google Analytics, expert with Google search Console, Screaming Frog and SEM Rush. English native speaking, basic Spanish and German, with experience of large site migrations, website localization and Technical SEO, as well as integration across marketing channels.

CERTIFICATIONS

- Microsoft Business Intelligence Stack Fundamentals | LinkedIn (January 2016)
- Data Science and Analytics Career Paths and Certifications | Linked In (December 2015)
- Google Analytics - Ecommerce Analytics: From Data to Decisions (October 2014)
- Hootsuite Certified Professional (October 2014)
- Google AdWords Search Certification (October 2014)

EDUCATION

- Associates Degree - Fashion Merchandising Buyer
Brookdale Community College | 1995

SKILLS & LANGUAGES

Skills: Google Suite, Linux, Stack, HTML, JS, CSS, Market Research Analysis, Technical SEO, FTP, SSH, .htaccess

Languages: English - Native, German - Moderate

CAREER SUMMARY

SEO DIRECTOR | GROWTH LEAD

Remote SEO | New York City, / Ocala | March 2006 - Present

- Startup to enterprise brand development by organic SEO
- SEO technical and content strategy

SEO EXECUTIVE

BTech Group | Greater Chicago Area | July 2016 - September 2019

- Provided enterprise-level SEO direction and provided onsite training
- Developed and executed successful ranking strategies with organic SEO
- Advised businesses full content and technical SEO strategy

SEO DIRECTOR | ANALYTICS CONSULTANT

The Metropolitan Museum of Art | New York City | January 2017 - June 2017

- Launched the Google Arts & Culture and Google Posts Education
- SEO direction for outdated material removal to drive traffic and organic leverage
- All things business intelligence and SEO data to tell the digital analytics story
- Introduced the best practices for museum / educational institutional SEO
- SEO Training: content and technology team of 45 executive professionals

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SEO DIRECTOR

TUN Inc. The University Network | New York City | May 2015 - April 2016

- Brand development across retail channels and cities nationwide USA
- Intern training program for daily blog SEO and social media direction
- Security the website for any hacking or phishing attempts
- Newsletter direction and delivery inbox
- Affiliate marketing and landing page design in the college education space

WEB MASTER | DIGITAL MARKETING DIRECTOR

American Integrated Security Group (AISG) | College Point, NY | September 2012 - December 2014

- ICS West Trade Show - Security software demos available on website
- Achieving prime ranking in for security and surveillance key phrases
- Optimizing security white paper information to be ranked in search
- Initiating marketing of newsletter and blog direction for press release
- Positioning products and services to be found worldwide for remote security system integrations