



BOYD LAKE

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SEO Manager

I design, manage and execute SEO strategies and initiatives to improve SERP results by analyzing client keyword rank data and web traffic, and responding to Google search algorithm changes. I formulate and execute on and off-page strategies, site and page audits and optimizations, and performance reporting. I perform entity creation through schema formulation and implementation. I manage citation and link building campaigns. I write page and blog copy well. I have experience with task and team management, team leadership, mentoring, scheduling, and training.

Software Tools

Screaming Frog, ahrefs, SEMrush, Moz, WordPress, Google My Business, Google Analytics, Search Console, Google Tag Manager, Data Studio, BrightLocal, SpyFu, MS Office, Excel, Word, Adobe CC, Photoshop, Illustrator, InDesign, Squarespace, HTML 5.0, CSS 3, SASS, JavaScript, jQuery, PHP, MySQL, HCI Interaction, Teamwork, Basecamp, Zapier, Alienbrain, Subversion, Perforce, Advanced Google Analytics Certified.

Education

Brigham Young University - Idaho

B.S. Web Design & Development
Graduation April 2018 — **GPA 3.93, Cum Laude**
Front & Backend Dev Certificates

Brigham Young University

Design, Illustration April 1997 — April 1998

ITT Technical Institute

A.A.S. — CAD and Design - Graduation January 1990

College of Eastern Utah

A.S. General Studies — Graduation June 1988

Job History

SEO Manager *Amy Myers MD - Austin, TX*

May 2020 - Present

I design, manage, and execute SEO content on-page optimizations and off-page campaigns to improve SERP results in the effort to improve traffic and conversion. I accomplish this by analyzing client analytics and keyword rank data and web traffic. I formulate short-term and long-term SEO strategies to respond to Google algorithm changes, shifts in competition, etc.

I provide keyword research and analysis and direct SEO content design and assist copywriters in the creation of effective SEO content initiatives. I direct citation, and link-building outreach geared toward strengthening the organic page value of my employer's website.

I perform technical SEO site and page audits and work with the Dev and IT personnel to solve issues and assure performance, crawlability, indexability, and technical security are in place.

I perform competitive analysis, monitor keyword rank, organic traffic, and conversions, and report KPI performance to stakeholders regularly. I perform entity creation and definitions through schema formulation and implementation. I also design in-house tools and plugins to automate SEO tasks. I train staff in the use of SEO tools and techniques.

SEO Director *Ignited Companies, SeedLogix, Austin, TX*

May 2019 - May 2020

I directed and managed SEO efforts for hundreds of clients from small businesses to enterprise level corporations. I analyze and monitor page keyword rank performance and make recommendations for content creation and optimization. I consult with clients to understand their short and long-term company goals and develop strategic campaigns to meet those goals. I report and discuss campaign progress with clients. I perform site audits and analyze and identify areas to improve rank and performance. I design, supervise and execute site and page optimizations. I design supervise and implement several types of link building strategies. I also create and monitor citation campaigns. I train and mentor team members in the above processes.

SEO Manager *Sew & Vac Media, Idaho Falls, ID* **June 2018 – May 2019**

I analyzed and monitored page keyword rank performance and made recommendations for content creation and optimization. I consult with clients to understand their short and long-term company goals and develop strategic campaigns to meet those goals. I reported and discussed campaign progress with clients. I performed site audits and analyzed and identified areas to improve rank and performance. I designed and executed site and page optimizations. I implement several types of link building strategies. I trained and mentored team members in the above processes. I performed scheduling, tasking and managed team in tasks for the above areas.

Web Designer Intern *Sew and Vac Media, Idaho Falls, ID* **April 2018 – June 2018**

I debugged and fixed website problems, created web designs including wireframing, sketching and creating thumbnail concepts. I also created mockups and prototypes. After three months I was promoted to SEO Manager.

Senior 3d Character Artist/Designer — *Freelance, Leander TX, 3d Characters* **October 2015 – April 2018**

I created 3d character work for various clients, such as Intel, Activision, Nexon America, and Kaneva in the video games and mobile apps industries. I worked on concepts to final artwork.

Lead 3d Graphic Artist *Cadillac Jack, Austin TX, Casino Gaming, Unity* **May 2013 – February 2016**

I led a 3d team in the creation of real-time and offline production assets for casino slot machine games developed for the Unity engine. This included mentoring, training and establishing best practices as well as making software and hardware purchase recommendations. To do this I created a web-based set of tutorials for illustrating the 3d process to help staff and execs understand the unique challenges of 3d productions.

Senior 3d Character Artist — *Freelance, Xbox 360, PS3, – IOS, Android games* **September 2012 – May 2013**

I created 3d character work for various clients including Activision in the video games and mobile apps industries.

Senior 3d Character Artist (Contract) *2XL Games, Phoenix, AZ – IOS, Android* **January 2012 – August 2012**

I created 3d character artwork and animation for mobile app and game projects. I met with clients and formulated designs and solutions to meet their needs. This included educating the client and working together to accomplish their goals.

Senior 3d Character Artist — *Freelance, Xbox 360, PS3, IOS, Android games* **October 2011 – January 2012**

I created 3d character work for various clients including Activision in the video games and mobile apps industries.

Senior 3d Character Artist *THQ DSP, Phoenix, AZ – Xbox 360, PS3 games* **January 2010 – October 2011**

I created 3d character assets and managed outsource implementation of all character rider gear and character models for MX ATV Alive. Software used: 3ds Max, Zbrush, Photoshop, MS Office, MS Project.

Lead 3d Character Artist *THQ, Phoenix, AZ – Xbox 360, PS3 games* **May 2004 – January 2010**

I led a group of 3d character artists in the production of assets for two major AAA console game releases. I managed team tasks and schedules, designed and debugged the character art pipeline and interfaced with dev team members. I interviewed potential new team members and made hiring recommendations. I also made employee review recommendations. Software used: 3ds Max, Zbrush, Mirai, Photoshop, MS Office, MS Project. My team was awarded the **THQ 2010 Team Award**

Scene Lead, Cinematics *Glyphx Inc. Orem, UT – Xbox, PC games* **September 2003 – May 2004**

I interfaced with team members to gather, assemble and finish final renders of cinematics animations for Advent Rising. Software used: 3ds Max, Photoshop, MS Office.

Senior 3d Character Artist *Rainbow Studios, Phoenix, AZ – 3d Animation & FX* **June 2000 – September 2003**

I created and animated 3d character assets for Broadcast TV and Videogames. Software used: Maya, 3ds Max, Zbrush, Photoshop, MS Office

VP Production, COO *Glyphx, Orem, UT – 3d Animation & FX* **June 1998 – June 2000**

I created 3d character assets and managed production of 3d Illustration and Animation projects. Software used: 3ds Max, Photoshop, MS Office,

Production Manager, 3d Animator *Xactware Inc., Orem, Utah – CBT* **April 1993 – June 1998**

I created the production process and hired the team to create the art, animation and video assets for CBT training projects. I managed employees and performed employee reviews, interviewed and hired job candidates for the team. Software used was 3d Studio, Photoshop, MS Office.

CAD Drafter, Designer *Utah Fuel, Scofield, Utah – Coal Mining*

January 1990 – April 1993

I performed drafting and design, surveying, and network administration duties for the Utah Fuel Engineering group. I also **created custom command code in AutoLISP** for custom engineering and surveying tasks. I used AutoCAD, Novell, and MS Office.

Additional Skills

- Analytics Experience
- Adaptable to fluid work environments
- Comfortable with both technical and visual tasks
- Strong Graphic and Design background
- Loves learning new tools and techniques
- Able to create Schema (JSON Id) markup for rich snippets
- Experienced Mentor
- Great grammar and copywriting skills