

# DANIEL BELDING

## SEO SPECIALIST

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### PROFILE SUMMARY

Highly organized and detail-oriented worker, with a drive to exceed expectations. Ability to analyze data, develop strategies, and provide solutions to complex problems. Seeking to leverage skills and knowledge to contribute to team success.

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### SKILLS

- HTML
  - CSS
  - Blogging and content creation
  - A/B testing
  - Social media management
  - Keyword research and tracking
  - Google Analytics, Tag Manager, Search Console
  - SMS and Email marketing
  - HubSpot
  - WordPress
  - SEMrush, MOZ, Ahrefs
  - Adobe Creative Cloud
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### EDUCATION

B.S. Communication emphasis in Journalism

**University of Utah, Salt Lake City, UT** 2015–2020

- Recipient of a Bachelor's Degree in Communication and a Journalism focus
  - Dean's List student multiple semesters
  - External Vice President of the Pi Kappa Alpha fraternity
  - Writer for Wasatch Magazine under Student Media
  - Member of the Public Relations Student Society of America
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### WORK EXPERIENCE

#### **SEO Specialist at Boston Web Marketing (March 2022–Present)**

**Boston, MA**

- Develop and execute SEO strategies for enhanced organic rankings and site traffic.
- Analyze user behavior with Google Analytics 4, refine content for optimal experience.
- Use SEMrush for competitor insights, improving organic visibility.
- Conduct technical audits via Screaming Frog, promptly resolving issues.
- Manage full-cycle PPC campaigns with Google Ads, boosting click-through and conversions.
- Lead social media, fostering brand loyalty and engagement.
- Collaborate on targeted email campaigns, enhancing customer engagement.
- Utilize HubSpot for marketing automation and lead nurturing.
- Monitor and optimize performance metrics via Google Search Console.

#### **Frontline Operations Team at Vault Health (February 2020–March 2022)**

**Salt Lake City, UT**

- Led comprehensive social media management, increased engagement and follower base.
- Developed and executed effective email marketing campaigns to enhance conversions.
- Drove successful SMS marketing initiatives for improved customer communication.
- Managed public relations efforts, enhanced brand visibility and stakeholder relationships.
- Skillfully crafted technical medical copy to convey complex concepts accurately.

#### **Journalist at Grandex Media Group (May 2017–June 2019)**

**Austin, TX**

- Crafted blog and social media content for websites and profiles with over one million monthly users and followers
- Utilized Google Analytics and other platforms to research core audience demographics and behaviors
- Ensured all website content met SEO best practices including H tags, metadata, alt-text, and page titles
- A/B tested website landing pages as well as e-commerce product pages