

DANIEL BELDING

SEO SPECIALIST

Boston, MA

www.danielbelding.com

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.

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

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

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