

Alex Dealy

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RELEVANT PROFESSIONAL EXPERIENCE

Search Strategist

Remote Position

Propecta

Nov 2017 – Feb 2018

- Enhanced data-driven focus to campaign strategy by owning goal benchmarking, reporting analysis and strategic adjustments, resulting in 20% MoM traffic gain, over 100% YoY traffic gain.
- Freed up bandwidth to senior strategist by preparing meeting agendas, filtering & processing client requests and fulfilment timelines, allowing Propecta to add 3 new clients in early 2018.
- Created new campaign support capacity for 6 enterprise B2B clients by conducting deep dives and troubleshooting, developing cadences with fulfilment team and accelerating urgent needs quickly

Director of SEO

Remote Position

The Magistrate

May 2015 – Aug 2017

- Effectively managed 4 clients by establishing monthly check-ins, delivering work by their deadlines, and following up on client concerns within 48 hours.
- Improved efficiency and focus to account management by creating prioritized SEO strategies for 12-15 clients, resulting in 10-20% increases in monthly and over 100% increases in yearly traffic.
- Reduced fulfilment costs by documenting new tactics and processes into 20+ SOPs, training team in new areas of SEO, including intermediate technical SEO, keyword mapping and analytics.

SEO Consultant

Remote Position

Digital Marketing SD

Jan 2014 – Feb 2015

- Raised keyword rankings for 7-8 clients by improving poor optimization, correcting cannibalization, and reinforcing site structure, resulting in 10-20% rise in monthly organic traffic.
- Gained additional keyword rankings for secondary and tertiary keywords by expanding keyword research, including semantically-related keywords into content and filling content gaps.

Director of Communications and Community Outreach

Cochabamba, Bolivia

Sustainable Bolivia

Jul 2012 – Dec 2013

- Matched SB, an NGO with 32 local partners, with 140 volunteers from around the world by building multiple outreach, social & recruitment campaigns, averaging 50 applications per month.
- Processed 600 applications based on time available, technical ability, Spanish, and partner needs.

OTHER SKILLS AND COMPETENCIES

- **Advanced knowledge of:** Google Analytics (certified), Google Search Console, Screaming Frog, Ahrefs, Trello, Slack, Linkbuilding, Hotjar, Google Sheets, Keyword Research, Penalty Assessment
- **Working knowledge of:** WordPress Admin, PBNs, Site Migrations, SEMRush, MLS/IDX CMS
- **Familiarity with:** Html/CSS, Google Tag Manager, eCommerce SEO
- **Miscellaneous:** Native Spanish speaker, B.A. in International Relations, USC '11.
- Additional detailed info available on website: [SEO Tools Used](#), [Publications](#), [Client Engagements](#)