

Danny King

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AREAS OF EXPERTISE:

- Search Engine Optimization (SEO)
- Digital Marketing
- Web Design/Development
- Web Analytics
- E-Commerce
- Search Engine Marketing (SEM)
- Email Marketing
- Content Marketing
- Team Leadership
- Vendor & Agency Relations
- Adobe CC Suite
- E-Commerce Search Engines
- Video E-Commerce
- Website Hosting Platforms (WordPress, Wix, Shopify)

SEO ACHIEVEMENTS:

- Structured Data Markup (schema), Google Taxonomy, Automated Meta Content, Automated H1's, Sitemap Restructure, Robots.txt, Disavowed Links, XML Sitemap & XML.gz sitemap, URL Redirects, URL Format Updates, 301/410 Redirects, Fixing 3xx/4xx/5xx Errors (301, 302, 400, 401, 404, 500, 502, 503, 504), Link Reclamation, Link Building, Stock Status, Pagination, Lightbox, Google My Business Creation and Updates, Implemented and Managed 3rd-Party & In-House Video Hosting E-Commerce Platform, Onboarding Flow Improvements, Designed and Implemented a Frictionless Sign Up Experience, Implemented Usage Events for Conversion Tracking

SKILLS:

- Proficient in HTML CSS, Javascript, & JQuery
- Google: Search Central, Search Console, Analytics, Analytics 4, Data Studio, Trends, Merchant Center, My Business Profile
- SEO Tools: BrightEdge, Conductor, SEMrush, Ahrefs, KW Planner, Mouseflow, Screaming Frog, Lumar (Deepcrawl), SEO Clarity, Yext
- Adobe Creative Suite: Dreamweaver, Photoshop, Illustrator, Lightroom, InDesign, After Effects, Premier Pro
- Product Management: Jira, Confluence, Teams, Asana, Slack

EXPERIENCE

Lumens.com

Sacramento, CA

January 2023-January 2024

SEO Manager

- Managed an SEO team of 3, analyzing e-commerce performance trends to identify areas of opportunity and key performance indicators for campaigns, optimization, and projects
- Collaborated with merchandising and site teams to improve product categorization and naming conventions
- Improved communication and project partnerships between the SEO team and various other teams throughout the organization
- Weekly reporting of channel performance, data trends, project priorities, and KPIs
- Monthly reporting with senior management to go over organic performance and progress on priority projects
- Implemented a new process for performing keyword research
- Implemented a new strategy for interlinking categories to improve the customer's journey throughout the site
- Partnered weekly with the Developer team to improve page performance in terms of Core Web Vitals
- Utilized AI to assist with content creation

Flipboard

Palo Alto, CA

May 2021-October 2022

SEO Manager / Product Manager

- Improved performance for Core Web Vitals update and was able to improve clicks and impressions by over 100%
- Implemented new GA4 (Google Analytics 4) tracking codes to measure conversions
- Managed a partnership with two agencies assisting in a site redesign of the marketing website
- Identified problem areas of the site using SEO tools to run audits and file tickets to improve site performance and increase Google rankings
- Created custom reports and dashboards using Google Data Studio to monitor SEO performance
- Identify market trends across competing channels based on historical data, implement changes, and quantify the improvement
- Created new routes for users to discover content and through this saw clicks to articles rise from 60k to 150K
- Created new opportunities to convert prospective users into Flipboard members
- Strategize with executive leadership to define effective roadmaps to drive continuous improvement for new user onboarding
- Within the first 30 Days (of Product Management): Implemented new onboarding flows to improve friction areas and increase user sign-ups

Abt Electronics

Glenview, IL

January 2014-May 2021

SEO Manager / Sr. SEO Specialist

- Managed an SEO team of 10, analyzing trends to determine organic SEO initiatives for e-commerce website and blog
- Created SEO-focused video platform and gallery
- Implemented a new theme on the WordPress blog and created new sections specifically for recipes and social sharing
- Implemented Structured Data including product, local business, author, guide, how-to, video
- Increased site traffic and improved Google ranking through better product and category optimizations
- Created custom reports and dashboards using SEO Tools for managers in digestible and actionable charts and graphs
- Updated URL paths to Google friendly url paths and monitored performance and site traffic before and after the change
- Assisted in HTTP to HTTPS SSL site migration for blog and e-commerce website
- Identify market trends across competing channels based on historical data, implement changes, and evaluate performance changes
- Assess Google algorithm updates and adjust technical aspects to improve site rankings

Copywriter

- Provide SEO content to multiple audiences to increase traffic to Product Pages, Category Pages, Brand Pages, FAQ Pages, the Blog, Learning Center, and Video Gallery

Social Media - Facebook, Twitter, Pinterest, YouTube, Snapchat, Instagram, TikTok

- Understand overarching marketing goals as an organization and create supporting marketing materials
- Coordinate with agencies and internal teams to create, execute and maintain media plans

EDUCATION:

Columbia College - Chicago, Illinois

July 2014

Bachelor of Arts in Marketing Communication