

SEO leader with 18 years of agency experience managing large-scale SEO programs and building long-term relationships with senior clients across B2B, e-commerce, and enterprise sectors. Skilled at translating complex SEO concepts into actionable insights, leading cross-functional teams, and aligning SEO efforts with broader business goals.

Professional Experience

MikeWorldWide (MWW)

Vice President, Search & Web | New York, NY | Aug 2021 – Dec 2024

- Led the agency's Search and Web practice, establishing SEO as a core service that complements MWW's traditional PR offerings.
- Oversaw engagements for major brands like Chewy, Fortra, and FanDuel to strengthen online reputation management through search strategy and digital content.
- Developed SEO strategies for global brands like Aristocrat and Reformation, integrating digital strategy with PR efforts to drive organic growth and enhance search visibility.
- Directed technical SEO projects for Calm's B2B offering, managing a complex migration that resulted in a 30% increase in organic traffic post-launch.
- Led social and digital strategy projects for organizations like Milbank and the New York Power Authority, aligning web and social initiatives with broader communication and business goals to increase digital engagement and audience reach.

360i (Dentsu)

Group SEO Director | New York, NY | Jan 2012 – Aug 2021

- Managed key client relationships for enterprise-level brands, including LinkedIn Business Solutions, AT&T, Discover, American Eagle Outfitters, and Tiffany & Co., ensuring SEO strategies aligned with overall business objectives and presented a clear value proposition at the CMO level.
- Collaborated with senior stakeholders to navigate complex SEO challenges, including a search indexation recovery for DSW that doubled monthly organic traffic within six months and restored critical search visibility in time for peak holiday sales.
- Regularly presented performance updates and strategic recommendations to executive clients, translating complex SEO data into actionable insights that supported business growth and strategic planning.

Global Strategies (WPP)

Search Strategist | New York, NY & West Hartford, CT | Jan 2007 – Jan 2012

- Managed an international SEO strategy for IBM, focusing on enhancing global visibility for cloud computing solutions across 30+ countries. Successfully translated technical SEO initiatives into business outcomes for senior marketing leaders, contributing to increased buy-in and implementation of recommended strategies.
- Developed and delivered global SEO training for IBM's marketing teams, aligning SEO best practices with organizational goals and ensuring consistent execution across regions.
- Acted as the primary liaison between technical and marketing teams, facilitating communication and implementation of SEO strategies that drove increased search visibility and audience engagement.

Technical Skills

- SEO Tools: Semrush, Ahrefs, BrightEdge, Conductor, seoClarity, Screaming Frog, Botify
- Analytics Tools: Google Analytics (GA4), Adobe Analytics, Looker
- Web Development: HTML, CSS, JavaScript, SQL, PHP
- CMS Platforms: WordPress, AEM, Sitecore

Education

Emerson College – B.A. in New Media