



CAMMY HARBISON

| E: cammyharbison@icloud.com

PROFESSIONAL SUMMARY

SEO Specialist with experience in developing and implementing multifaceted Search Engine Optimization plans for clients in B2B, B2C and Digital Journalism. Proven skills in increasing customer engagement and business visibility in online searches through successful SEO approaches. Experienced in developing online marketing initiatives, increasing business success and boosting sales. Excellent analytical, organizational and decision-making abilities.

SKILLS

- Full Site Technical Audits
- Backlink Audits
- Local SEO/GMB
- URL Structures/Site Architecture
- Site Migrations
- Sitemap Creation
- Redirect Monitoring
- Schema/Structured Data
- Keyword & Competitor Research
- On-Page Optimizations
- Client Communication
- Data Analysis
- Reporting
- Strategic Planning
- Organization
- Team Management

TOOLS & CERTIFICATIONS

- Google Analytics (Certificate)
- Google Adwords (Certificate)
- Google My Business
- Google Search Console
- Google Tag Manager
- Google Data Studio
- Page Speed Insights
- Ahrefs
- SEMRush
- Moz
- Screaming Frog
- Wordpress
- Drupal
- Shopify

WORK HISTORY

SENIOR SEO SPECIALIST *08/2019 to CURRENT*

Enilon | Fort Worth, TX

Lead SEO Strategist for a diverse portfolio of clients in both B2B and B2C eCommerce. Some of the duties included:

- Conducting full site SEO audits (Technical, On-Page, Off-Page)
- Consulting with clients and developing SEO plans based on business goals.
- Identifying and tracking client KPIs via tools like Google Analytics, Data Studio, Ahrefs and SEMrush.
- Preparing and presenting performance and insights reports for clients.

- Conducting keyword and competitor research.
- Developing targeted content plans.
- Collaborating with Content Strategists and UX Designers to ensure content is both informational and easy to use.
- Directing and Overseeing contractors in executing technical fixes, writing schema, metadata and other Technical SEO tasks.
- Auditing Local search presence.
- Setting up and maintaining Google My Business accounts, submitting business to directories and monitoring NAP consistency across the web.
- Pre and Post Migration planning and monitoring.
- Assisting with the design and implementation of client blogs.
- Developing site architecture/URL structure recommendations.
- Creating and submitting sitemaps to Google and Bing.

SEO & CONTENT STRATEGIST

03/2017 to 08/2019

Newsweek | New York, NY

- Daily researched & supplied content topics for gaming and tech reporters.
- Edited content and guides to optimize them for search, including headline suggestions, layout formatting, headings, bullet lists, photo captions, tagging, etc.
- Where possible, provided real-time feedback to writers on why specific changes were suggested and how those suggestions aligned with best SEO practices.
- Developed and updated guide on best SEO practices.
- Conducted staff training for both writers and editors
- Monitored real-time article performance in search engines based on targeted keywords.
- Ran regular content audits to determine how it performed in search and where we could improve/ make changes.
- Conducted regular tests to discover new or underserved audiences or discover better ways of formatting content for search and engagement.
- Contributed to editorial calendar based on seasonal events, game releases etc.
- Helped design and direct the order and timing of content creation and publication for major tech and gaming events and releases.

MOBILE GAMING AND TECH REPORTER

06/2015 to 03/2018

Player.One | New York, New York

- Pitched and wrote daily articles on trending topics in Mobile Gaming, Tech or Security news.
- Wrote a number of breaking cybersecurity news reports.
- Interviewed developers and wrote numerous app and mobile gaming features and reviews.
- Was consistently one of the top traffic generators for the group with high levels of engagement.
- Had the highest number of repeat visitors and lowest bounce rates.

TECH AND TRENDING NEWS WRITER

06/2012 to 06/2015

SEO

- Pitched and wrote daily articles on trending topics in Tech and Pop Culture. Much of my coverage focuses on trending mobile news (Samsung, Apple etc.), viral videos and other trending internet content.
- Wrote numerous how-to guide and tutorials on various social-media and technology topics.

TEACHER

12/2007 to 01/2012

Wayne County Public Schools

- Managed and taught 24-36 students from diverse backgrounds, daily working with multiple educational specialists including ESL and Special Ed.
- Received Clinical Teacher Certification to monitor, rate and report on pre-service teachers.
- Led staff development on Bloom's Taxonomy, High Yield Strategies and Instructional Technology programs.
- Designed of a school-wide services schedule, coordinating schedules of 800+ staff and students to align pull-out services for students.
- This resulted in more whole-class teach time for regular classroom teachers without interrupting lunch, recess and/or special area classes.
- Designed and implemented individualized and data driven behavioral and educational plans for challenging and at-risk students.

EDUCATION

Masters | Technical Communication

East Carolina University

Bachelors | Education

East Carolina University

