

Blane Siwicki

High Potential

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Professional Summary

Creatively driven SEO Analyst with 5 + years of experience with SasS companies working on a wide variety of CMS platforms with a direct focus using creative tools such HTML, CSS, and Photoshop to help manage SEO as well make web site edits.

Technical Summary/Skills

SEO

HTML

CSS

Google Analytics Certification

AI Research

Professional Experience

RealPage + G5 Search Marketing

SEO Analyst

January 2022 to Current

- Manage SEO for clients to ensure healthy traffic growth across all organic channels.

- Conduct keyword research to make sure the proper words are being targeted for leads.
- Manage and optimize Google Business Profile listings.
- Manage SEO tasks for clients with 600 plus locations and an ARR (Annual Recurring Revenue) of 4.7 million dollars.
- Average 3-5% Increase in YoY organic traffic for 90% of my clients.
- Sit in on QPRs (Quarterly Performance Reviews) and create SEO slides to show value to the clients.
- Accepted a team lead role to help research Artificial Intelligence and how our team can use it to provide more value to our clients.
- Suggested and implemented ideas to help increase the value of our SEO strategy.

ChannelNet

Web Content Coordinator

August 2018 to January 2022

- Manage content through the company CMS platform SiteBuilder.
- Provide tech support to users via phone or email. 100% daily handled rate from 8am – 8pm EST Monday to Friday
- Edit images with Adobe Photoshop.
- Manage project matrices and hours worked with Excel spreadsheets. Reduced turnaround time by 2 days.
- Custom HTML and CSS edits on web sites.

Freelance

January 2019 to Current

- Use tools such as SEM Rush to analyze competitors' data and see where opportunities may lie with us.

- Research competitors keywords and try to rank for those keywords with similar authority scores.
- Research competitors backlinks and try to obtain a backlink from those websites.
- Analyze monthly impressions and make sure an upward trend is present.
- Use SEM Rush to study our organic traffic trends and use that data to keep increasing our traffic.
- Analysis data from the Google Search Console.
- Track organic keywords position and work to increase those to higher places within google with more in depth content and backlink building techniques.
- Track top organic keywords and develop techniques to help boost positions on those keywords.

Education

SchoolCraft College

3.5 GPA upon graduation

Associate degree in Computer Information Systems