

Donald Stone

SEO Specialist

Experienced SEO Analyst with over seven years of experience in SEO, social media and digital marketing. Excellent reputation for resolving problems, improving customer satisfaction, and driving overall operational improvements. Consistently saved costs while increasing profits.

Proven skills in increasing customer engagement and business visibility in online searches through successful SEO approaches. Experienced in developing marketing initiatives, increasing business success and boost sales. Excellent analytical, organizational and decision-making abilities.

Work History

2012-05 -
2019-06

SEO Specialist

Internet Marketing Ninjas Inc., Clifton Park, NY

- Built, implemented and updated effective SEO strategies.
- Helped clients develop website portals and social media pages to promote businesses.
- Monitored social media and online sources for industry trends.
- Maximized strategic approaches by keeping close eye on performance and making appropriate adjustments.
- Evaluated websites based on technical factors, on-page analysis, and backlink profiles to summarize the current SEO strength the site.
- Collaborated with internal teams to enhance design, usability, content and conversion points of websites and web properties.
- Conducted searches such as evaluating competitor websites to incorporate best practice and create marketing strategy to ensure optimal results.
- Created content to publish on client websites to increase the chance of visitor performing the desired call-to-action.

Personal Info

Address

59a Woods Hollow
Clifton Park, NY, 12065

Phone

(518) 227-6323

E-mail

donstoneinfo@gmail.com

LinkedIn

<https://www.linkedin.com/in/donstone808/>

WWW

<http://www.onezen.co>

Skills

Keyword optimization

●●●●●
Very Good

Social Media Management

●●●●●
Excellent

SEO analysis & Digital
Marketing

●●●●●
Excellent

Online marketing strategies

●●●●●
Very Good

SEM trend knowledge

●●●●●
Very Good

Website Design: HTML/CSS

2009-11 -
2015-08

Owner

Hush, Albany, NY

- Oversaw professional social media messaging through content development, follower engagement, social listening, trend analysis and by leveraging competitor research.
- Drafted press releases detailing relevant newsworthy information and supporting brand image, and worked with news media to spread positions.
- Increased revenues and supported business goals by developing public relations strategies and campaigns.
- Planning and financing of musical events, nightclub concerts and music festivals.
- Managed contract and booking of 75 musicians from across the country.
- Organized and managed a 3 day festival, including setting up infrastructure and 100 employees.
- Built, promoted and maintained 3 websites for company.
- Managed promotion and advertising through online, radio and print sources.

●●●●●
Very Good

Wordpress Site Design
●●●●●
Excellent

Content Creation and
Authoring
●●●●●
Excellent

Ahrefs, SEMrush, Google
Analytics
●●●●●
Very Good

JavaScript & jQuery
●●●●●
Good

Website optimization
●●●●●
Very Good

1997-05 -
2010-09

Special Analyst

Verizon, Troy, NY

- Managed accounts by reviewing and mitigating discrepancies and collaborating with account holders.
- Created representative and customer sales reports and recommended initiatives for marketing and promotional programs.
- Kept physical files and digitized records organized for easy updating and retrieval by authorized team members.
- Worked with upper management to complete complex projects on tight budgets within specific timelines.
- Ensured business records were accurate by consistently updating customer information.
- Managed budgets, appointment scheduling, employee and event itineraries and accounts to improve productivity initiatives.

- Delivered expert clerical support to diverse internal staff and management by efficiently handling wide range of routine and special requirements.

Education

Computer And Information Sciences

SUNY At Albany - Albany, NY

1988-09 -

High School Diploma

1991-06

Shaker High School - Latham, NY

Additional Information

Currently enrolled in a web developer Bootcamp to increase my knowledge of full stack web development.