

CRAIG S. KIESSLING

SEO Director

Management & Training / Strategy & Execution

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PROFESSIONAL SUMMARY

I've over 15 years of experience touching on a variety of digital aspects in Online Marketing, with a fine-tuned focus and passion for organic, quality, holistic white hat SEO.

Strategy, Management, Execution, On-Page, Off-Page, Technical, Local, Content, Development, UX, Accessibility, as well as many other aspects and activities make up my Digital Experience & Expertise in Search Engine Optimization.

I enjoy seeing the "whole picture." Establishing a solid understanding of where we are, before diving into how we get to where we want to go. This means more than complete Site Audits, but rather web presence audits; researching Analytics, Social, Search and more to help understand the current Competitive Landscape.

Data and Analytics are crucial, however qualitative research and creativity helps make sense of the numbers; identifying trends, offline factors and most importantly the users' mind helps not only add a human touch to technology, but makes metrics insightful and actionable.

When it comes to Content Management Systems, I must admit to being a WordPress fan – I've Designed, Developed, Managed, Optimized, and Created Content for numerous websites.

I enjoy being the stand-alone guy or working in conjunction with others to drive results, gather insights, and develop ongoing best practices. I've worked with small and large organizations in multiple verticals/industries and technologies.

Although I am not a fan of micro-management, I am a fan of clear transparent communication being a two-way avenue.

WORK EXPERIENCE

DIRECTOR, SEO
[Name Withheld]
Atlanta, GA

November 2022 – August 2023
Remote

As Director of SEO, I was responsible for developing, managing, and executing strategies for short and long-term SEO departmental growth while leading a team, including the Content and Technical SEO Managers. I allocated workloads and clients to the team.

I helped develop and define clients' SEO strategies, spearhead on-page optimizations, make content recommendations, and conduct technical site audits.

- Managed timelines and prioritized tasks among team members to meet client expectations.
- Kept team members and clients up to date on industry and algorithm changes.
- Monitored organic search performance for all SEO clients.
- Created team processes and resources.
- Provided training to help the team develop their SEO skills.
- Collaborated with other teams to create proposals for potential new clients.
- Provided project/client support when necessary.

SEO MANAGER
Know Agency
Atlanta, GA

August 2021 – October 2022
Remote / Telecommute

Reporting to the CEO, I got into the technical SEO weeds, along with on-page SEO and off-page SEO. Working with code and content management systems, I applied fixes and optimizations from technical SEO audits. I also met with clients to advise on best practices, explain certain issues, concepts and tactics and more. Bright Edge, Lumar (Deep Crawl), SEMRush, Screaming Frog and other tools helped me to help the clients.

SEO CONSULTANT
CSKnet
Atlanta, GA

January 2019 - June 2021
Remote

Taking some personal time off (*and then the COVID crisis*), I took on a few light-weight clients for some basic development, SEO and consulting work, including:

Personal Organizer Just for You

- Full SEO Audit
- Re-design of site
- Basic optimizations for SEO
- Created Google Studio Report (auto-updates)
- Advised on Social Media Strategy and offsite campaigns

Kung Fu Connection

- Full SEO Audit
- Re-design of site
- Basic optimizations for SEO
- Created Google Studio Report (auto-updates)

Vivian's Muse

- Full SEO Audit
- Re-design of site (has since been toyed with by someone else)
- Basic optimizations for Search Engine Optimization
- Created Google Studio Report (auto-updates)

A focus on SEO for 10+ clients and over 100 billable hours monthly within WordPress environments (*and a migration or two into WP*), involving all aspects of SEO, Analytics and Reporting.

Responsible for implementing SEO programs across 10+ accounts.

- **Advanced Technical Site Analysis**
Including but not limited to: canonicalization, site architecture optimization, inbound/outbound link analysis, error reporting, 301 redirects, metadata optimization, page load speed analysis, on-page optimization including textual content optimization, image optimization, internal linking, and more.
- **Content Strategy**
Conducted keyword research used to inform original, unique, informative, helpful and converting content, while managing and educating content writers on SEO. Often involved proofreading, editing, optimizing, etc.
- **Company-Wide SEO Education**
Developed educational programs for SEO best practices. Created educational documents, presentations, etc. for team leaders to increase efficiency and productivity in terms of Search.
- **Website Management**
(HTML / CSS / PHP / WordPress) - Administration of all WordPress sites - customization, SEO, back-end usability for clients, white-labeling and much more.
- **Reporting**
Created in-depth monthly reports for clients, utilizing a variety of data sources (Google Analytics, GSC, GMB, Ahrefs, SEMRush, Screaming Frog, Excel Spreadsheets, etc.), with customized explanatory text and began the creation of custom Google Data Studio reporting that would automatically update.

Consulted with diverse clients on Search Engine Optimization or SEO implementations based on in-depth audits, Social Media, Web Design & Development, Strategy, Oftentimes this involved WordPress site building, re-design and development work from a PHP, HTML, CSS, JS perspective to improve SEO and all of its various holistic factors. A sampling of clients:

GRIFFINWINK ADVERTISING / WAREHOUSE75

- Full SEO Audits
- Monthly Reporting - Analytics, Moz, Audits, etc.
- Consulting, Advising and Implementing on all aspects of Search Engine Optimization for 8 client accounts

TRUSTWORKZ

- SEO Audits & Hands-on Implementation
- Monthly Billable Hours for 5 Clients

TREKERIE

- Website Transfer from SquareSpace to WordPress

HIYAA!! MARTIAL ARTS PODCAST

- Co-Host, Webmaster & Online Marketing Manager
- Custom Design & Development of Website, utilizing WordPress
- Social Media Integration & Marketing
- Content Development
- SEO - Search Engine Optimization

ATLANTA MAHJONG

- Design & Develop informational, yet converting & engaging website
- Implement customized CMS
- Initiate Competitive Research, SEO, SMO, Online Marketing, etc.
- Engage in blogging and other Web 2.0 practices

PATHS ATLANTA

- Website Design & Development
- SEO
- Content Creation & Marketing
- Social Media Marketing
- Increased overall traffic by 200%

CENTRAL EQUINE

- SEO Audit
- Competitive Landscape Benchmarking
- Monthly Analytics
- Keyword Research
- Content Brief Creation

SAGAL RADIO

- Consulted on Online Marketing implementation

BROCKET PUB & GRILL

- Consulted on Web Development, Content Management & SEO

DEFINITION 6

- Initiated in-house SEO process with aligned Analytics

TWENTY-SIX TWO MARKETING AGENCY

- Consulted, Advised & Implemented strategies for Competitive Research, Benchmarking, SEO, SEM,, Reporting, Development, Content Plans and more for a variety of clients
- Sampling of clients include: M9 Solutions, Ankle & Foot Centers of Georgia, Rilko Kids, LimeDot, Christian City, ChoicePoint's IRM (Identity Risk Management), National Disability Lawyers, 755 Club, etc.

In Singapore and South East Asia I worked with several clients such as Joshua Consulting Group, Omniface & Grassland Express Tours, to provide in-depth Competitive Analysis, advice & Implementation of enhancements to web presence, activities and processes, and manage flow of enhancement for SEO (Search Engine Optimization)

- Raised Web-Generated revenue across country SMB Portals in South East Asia by 40-60%, within a 12-month period.
- Strategic Planning, Initiation and Managing Execution of web and eMarketing (online, internet & email marketing) campaigns for the SMB & Enterprise sector in Singapore, Indonesia, India & Thailand
- Conceptualized & Initiated execution of program to equally distribute visibility of various Business Unit's products on portals
- Designed, Developed & Managed execution of eDMs (electronic direct mail marketing), Promotions & Special Events Pages, Micro-sites, Links & Chicklets; all as supporting and achieving various SMB campaign objectives
- Ensured fresh content for site & eCommerce applications was up to date, using CMS, HTML, CSS, JavaScript, SQL and more.
- Used various reporting tools to create reports, analyzed and acted upon Campaign Performance Metrics & Conversions
- Liaised directly with CRM & ERP associates to achieve full CLM (closed-loop marketing), from ensuring accuracy & completeness in customer database and targeting the audience, to loyalty programs, Opt-ins and personalization.
- Migrated old portals into new standards of design & development, ensuring usability and structure
- Re-developed, Maintained, portals and updated online Product Catalogs as well as Facilitating New Product Introductions
- Managed partners & vendors in collaborating on projects
- Helped facilitate various customer incentive rewards programs within Singapore
- Lead presentations and meetings to highlight achievements and discuss escalations
- Trained various agency employees in HP Proprietary software, HP eMarketing standards, Design & Development standards, etc.
- Continuously improved operating processes, keeping in mind budget (and individual & team targets), so as to lower cost and improve ROI.
- Conducted in-depth training for new team members to repeat all duties of a Country Operations Manager for other South-East Asian countries

ONLINE MARKETING & SEO CONSULTANT
CSKNET
ATLANTA, GA

1998 – 2002
REMOTE

- Conceptualized, Initiated and Managed online web, Internet & email Marketing campaigns
- Lead & Coordinated various aspects of Online Acquisition & Retention Marketing efforts designed to drive site traffic. PPC (pay-per-click), SEO (search engine optimization), SEM (search engine marketing), Affiliate programs, Portals, Comparison Shopping sites, Affinity sites, & other media-based business building activities.
- Analyzed metrics of marketing campaigns, web sites & portals (SEO, usability, keywords, structure, lead generation, customer database, etc.), create reports, and consult on effective strategic solutions for better ROI
- Consulted, advised & implemented proper roadmaps to standards, usability, accessibility, cross-browser compatibility, etc.
- Advised on content for lead generation, retention, return visits, lead conversion, SEO, SEM, eCommerce, SMO, etc.
- Developed entertaining yet informative newsletters and collateral materials with HTML, PHP, MySQL, CSS and other development technologies
- Explained & Offered high bandwidth/low bandwidth options
- Full life-cycle local and web-based application development
- Site maintenance and communication establishment

Sampling of clients: Six Continents Hotels, Warranty Corporation of America, Grizzard, Homestore, EzGov, Golden Key, Physical Training Traditions, TechBios, Salvation Army – Florida, WebUseNet, E-Staff, C. Dickens

WEB SERVICE MANAGER / INTERACTIVE COMMUNICATIONS LEAD
INTEGRATECH
ATLANTA, GA

1995 – 1998

- Initiated company website development to improve communications, using HTML, CSS, JavaScript, PHP & MySQL
- Ensured the website was up to standards, including accessibility, usability, cross-browser compatibility, etc.
- Facilitated interdepartmental communications via reports, newsletters, etc.
- Crisis Management in day-to-day escalations
- Managed team of over twenty customer service representatives
- Prepared reports based on sales and Customer Service Representatives

EDUCATION

University of Georgia
Business Administration / Marketing

1991 – 1995

CERTIFICATIONS

Please see my LinkedIn profile for the ever-growing list, at: <https://www.linkedin.com/in/craigskiessling/>