

JOURDAN ROMBOUGH

SEARCH ENGINE OPTIMIZATION & VISIBILITY STRATEGY EXPERT

✉ jourdan@optimizationtheory.com

🌐 www.optimizationtheory.com

📞 (973) 985 - 6930

🏠 Montclair, NJ

facebook.com/jourdanrombough

instagram.com/jourdanrombough

twitter.com/jourdanrombough

PROFILE

I am an experienced SEO Professional with a passion for analytics, web visibility, and website optimization. I carry a strong focus in Technical SEO with a holistic approach that utilizes multiple disciplines to achieve maximum success (Paid Search & Social Media Optimization).

- Strong understanding of technical SEO with a useful ability to break down complicated concepts into layperson terms
- Experienced approach to Project Managing multiple projects & teams using agile, waterfall, or scrum frameworks
- Holistic multi-channel SEO approach, encouraging cross-team collaboration to maximize results
- Data driven approach to problem solving & identifying difficult issues via Google, Adobe, & other analytical tools
- Very experienced with creating detailed reports & visual presentations for client education
- Diligently dedicated to keeping pace with the quickly evolving landscape of SEO's technology and best practices; through actively mentoring & educating others.

ACHIEVEMENTS

NATIONAL LOCAL STRATEGY

Comcast - Lead Account Manager

Lead the development of Comcast's Local Strategy and assisted implementation with their dev team.

JOB SCHEMA INTEGRATION

LADDERS - Head of SEO

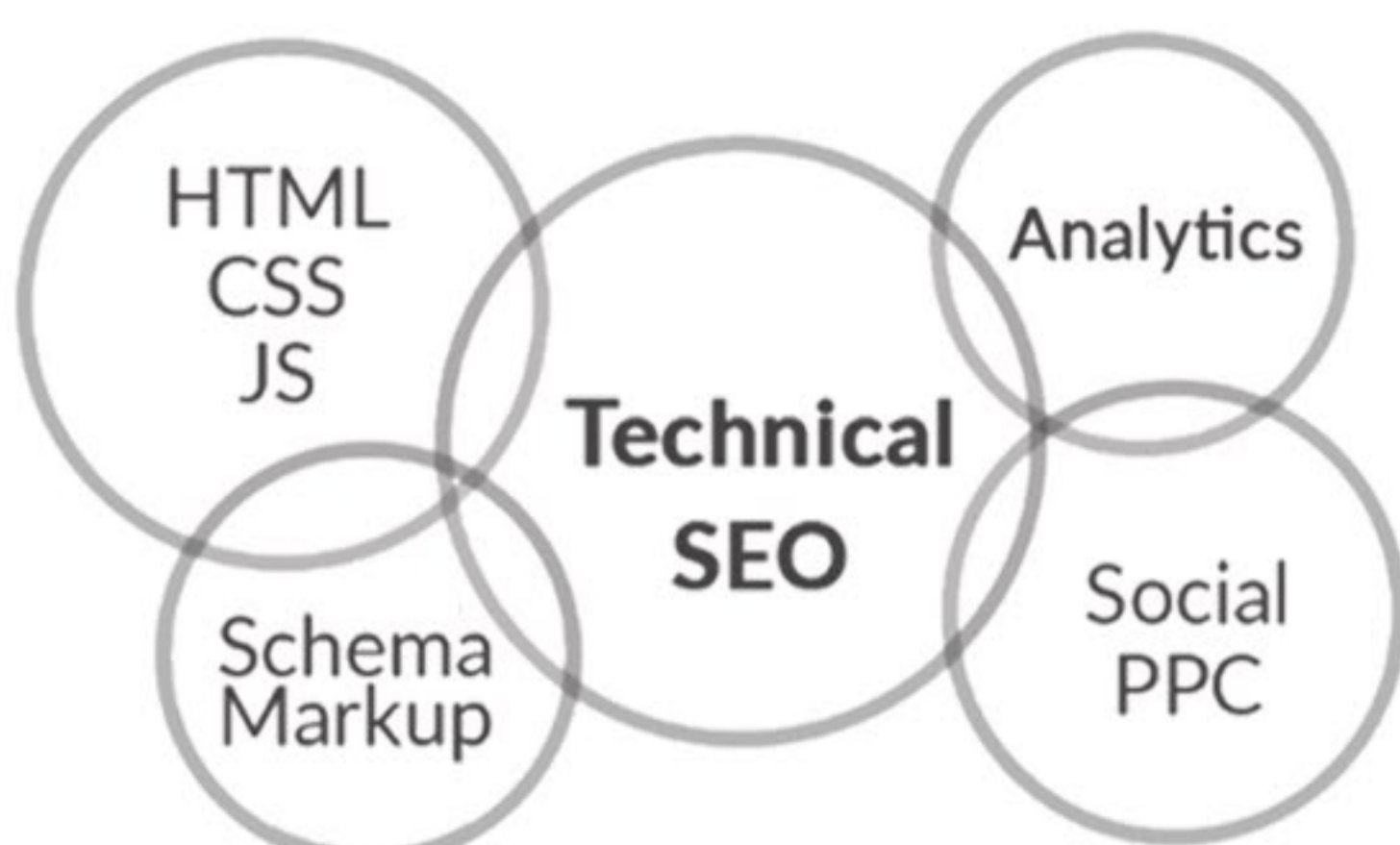
Lead two large projects that greatly improved site visibility:

Implementation of Job Schema to capitalize on Google Jobs Knowledge Graph and redesigned site navigation to improve Page Authority and Indexation

ADA COMPLIANCE INTEGRATION

McDonalds - Assoc Director, SEO

Kaiser through ADA compliance Worked with client's dev teams through website migrations & redesigns to minimize loss in organic traffic



EDUCATION

2008 - 2013

BARD COLLEGE | Great Barrington, MA

Major: Computer Science & Minor: Pharmacology

- Accepted into College early at the age of 16

2013 - 2016

CHUBB INSTITUTE | Parsippany, NJ

Focus: Hardware & Software Troubleshooting

- MCSE & A+ Certified Before Graduating

EXPERIENCE

SEO CONSULTING | Self Employed - NJ/NY March 2019 - PRESENT

- Managing 3 clients' full SEO Strategy as well as maintaining the maintenance of their websites.

ASSOCIATE DIRECTOR, SEO | Resulation Media, IL August 2018 - March 2019

- Owned McDonalds SEO - Managed Team of 4 people.
- Lead Voice SEO pitches for Alexa & Google Home.
- **Clients:** McDonalds, State Farm Small business, & Barilla
- Pitched & won technical SEO content strategy, grew revenue.

SEO CONSULTING | Self Employed - NJ/NY November 2017 - July 2018

- Managed 3 clients SEO Strategy
- Project managed website redesign
- Oversaw holistic visibility strategy for SEO, PPC, & SMO
- **Reason for leaving:** Missed the corporate job culture

SEO GROWTH & ANALYTICS MANAGER | The Ladders, NYC March 2017 - Nov 2017

- Implemented schema markup to rank Ladders in Google Jobs
- Lead multiple content strategies that improved visibility
- Reason for leaving: Moved 100% focus on private consulting
- Improved indexation and traffic through redesigning navigation

SENIOR TECHNICAL SEO EXPERT | Flying Point Digital, NYC May 2016 - March 2017

- Hired as the Senior manager & go-to for Technical SEO issues
- Responsible for putting together SEO Audits for New Business
- Reason for leaving: Was offered a better client-side role

ASSOCIATE DIRECTOR, SEO | Lowe Proferro, NYC February 2015 - May 2016

- Grew small SEO team of two people into a full SEO staff of nine
- Introduced SOPs that made SEO department more efficient
- **Clients:** Kaiser Permanente, CFA Institute, Milk Pep (Got Milk)
- Reason for leaving: To find a better work/life balance

SENIOR SEO MANAGER | Merkle Inc., NYC January 2014 - February 2015

- Planned & oversaw Comcast SEO account & 3 strategists
- Put together / rolled out a successful Local SEO Strategy
- Assembled a custom content strategy targeting Answer Box Keywords
- Reason for leaving: Better Opportunity

SEO & PRODUCT MANAGER | WeWomen, NYC January 2013 - December 2013

- Contract job to design and roll out online woman's magazine
- Designed internal linking tool that improved sitewide rankings
- International SEO utilizing HREFLANG markup
- Reason for leaving: Fulfilled Contract

