

James Yaria

SEARCH ENGINE OPTIMIZATION MANAGER

(724) 630-1779

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Austin, TX 78744

Dynamic Search Engine Optimization (SEO) Manager with years of experience in technical SEO, content strategy, and web analytics. Looking to bring my proven track record of increasing organic traffic and pipeline to higher education.

EXPERIENCE

SEARCH ENGINE OPTIMIZATION MANAGER

LogicMonitor

Austin, TX

August 2019 - Present

- Leads all aspects of organic web strategy, including technical performance optimization and site structure improvement.
- Creates and publishes high-quality web content tailored to targeted keywords and audience interests.
- Manages analytics accounts and dashboards for performance tracking and data-driven decision-making.
- Collaborates with developers for web performance optimization.
- Conducts extensive keyword research to identify new opportunities.
- Manages A/B testing and user experience analytics.

Achievements:

- Drove \$113.7M in organic pipeline between August 2019 and June 2023.
- Increased total organic revenue by an average of 25% YoY, comprising 40% of total marketing revenue.
- Boosted organic search traffic by an average of 53% YoY from 2019-2022.
- Created an annual college scholarship program for women pursuing STEM careers.

SENIOR ACCOUNT MANAGER

Geek Powered Studios

Austin, TX

December 2017 - August 2019

- Managed SEO, paid search, social media, and content strategy for 25+ diverse businesses.
- Maintained a 94% client retention rate through excellent communication and education.
- Led multiple teams for goal achievement and client ROI.
- Trained new associates on various aspects of digital marketing.

Achievements:

- Executed a Content Strategy campaign resulting in a 109% traffic increase and a 71% increase in conversions for a psychotherapy business.
- Achieved a 94% client retention rate.

INBOUND SEO MARKETER

Geek Powered Studios

Austin, TX

May 2016 - December 2017

- Managed organic SEO for 18+ businesses through content curation, link building, and technical optimization.
- Conducted in-depth analytics for organic search ranking and conversions.
- Executed comprehensive SEO audits and campaign strategies.

Achievements:

- Increased sales by 52% for an online clothing company in three months.
- Improved sales by 41% in two months for a sporting goods retailer.

PRODUCT DEVELOPMENT SPECIALIST

PeopleAdmin

Austin, TX

May 2015 - May 2016

- Resolved technical and functional issues for higher education talent management software.
- Served as the primary contact for high-profile clients.
- Wrote and edited technical knowledge articles and guides to engage over 700 higher education institutions.

COMMUNITY CONTENT PRODUCER

Gatehouse Media

Austin, TX

May 2014 - May 2015

- Produced and edited original news content for over 20 weekly newspapers and websites in the greater Boston area.
- Under strict deadlines, copywrote and posted over 225 original pieces of media per week, including columns, police logs, events and education stories, and prepared them for publication both online and in print.

SOUTH UNIVERSITY ADMISSIONS REPRESENTATIVE

EDMC

Pittsburgh, PA

August 2013 - December 2013

- Engaged prospective students as the initial contact in the enrollment process.
- Assisted students with the application, the FAFSA and all necessary admissions documents, relying heavily on knowledge of Title IV funds, optimal compliance and customer service methods and the transfer of credit process.

EDUCATION

BACHELOR OF SCIENCE (B.S.) IN VISUAL JOURNALISM

May 2013

West Virginia University, **Morgantown, WV, US**

Magna cum laude (3.61 GPA)

SKILLS

- Technical SEO
- Copywriting/Copy editing
- Keyword Analysis
- Conversion Rate Optimization
- Google Analytics
- Data Studio/Looker Studio
- Content Strategy
- Web Performance
- A/B Testing
- SEO Tools (Semrush, Screaming Frog, Ahrefs)
- Google Tag Manager
- Graphic Design Tools (Photoshop, Illustrator)

CERTIFICATIONS

- Google Analytics
- LinkResearchTools
- Google Adwords
- Conflict Analysis

REFERENCES

Zach Perl — LogicMonitor
Senior Director, Growth Marketing
(412) 973-9779
zacharyperl1990@gmail.com

Chris Ollier — GKWco
Senior Director Of Brand + Creative
(512) 970-0000
chris@thegkwco.com

Robert Hatcher — LogicMonitor
Manager, Digital Marketing
(832) 282-4205
hatcher.robert.05@gmail.com

VOLUNTEER EXPERIENCE & OTHER ACHIEVEMENTS

- Created a college scholarship awarding three women in STEM annually with \$6,000 each.
- Built and donated the website for KeepAustinBeautiful.org, bolstering their online outreach and community impact.
- Active volunteer at local Trout Unlimited chapter in youth education and conservation.
- Raised \$14,000 for a local volunteer fireman through the Ben Bevington Foundation.
- Designed and painted a 200-foot mural for Beaver Area High School.