

James Yaria

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Work Experience

Aug. 2019-Present

Search Engine Optimization Manager @ LogicMonitor

- Leads all aspects of organic web strategy for LogicMonitor domains, optimizing technical performance, site structure, and content to increase overall web performance and drive conversions.
- Creates and publishes high-quality web content, including new pages, blogs, and resources, aligned with targeted keywords and audience interests.
- Manages analytics accounts, tags, and dashboards, such as Google Analytics 4, Data Studio, Google Tag Manager, and BigQuery, to track and analyze website performance, identify opportunities, and make data-driven decisions.
- Collaborates with a team of developers to optimize web performance, including UX, page speed, functionality, and responsiveness.
- Conducts in-depth keyword research to identify new opportunities targeting relevant user intent across all marketing platforms.
- Manages A/B testing and analyzes user experience to enhance the effectiveness of web interactions, driving improved conversion rates and optimizing marketing campaigns.

Dec. 2017-Aug. 2019

Senior Account Manager @ Geek Powered Studios

- Oversaw all SEO, paid search, social media, content strategy and design initiatives for 25+ businesses ranging from SMB to Enterprise level.
- Maintained strong client relationships through daily communication with B2B and B2C business owners, while educating clients of ongoing work, resulting in a 94% retention rate.
- Generated new opportunities for businesses by educating, proposing, and implementing new marketing channels where appropriate.
- Led two teams of four to meet client goals across multiple channels to ensure clients see ROI.
- Analyzed data daily through website analytics tools to promote constant account growth and execute campaign strategies for a range of businesses.
- Trained new associates on content strategy, UX audits, branding, keyword targeting, technical content writing and optimization campaigns for success with agency level clients.

May 2016-Dec. 2017

Inbound SEO Marketer @ Geek Powered Studios

- Managed organic SEO opportunities for 18+ businesses through content curation and writing, linkbuilding, technical optimization and analysis.
- Found search engine trends and optimal keywords to increase organic search rankings and conversions through detailed search engine research using Google Analytics, SEMrush and keyword planning tools.
- Executed campaign strategy by performing SEO audits, content updates, page additions, blogging, link building, keyword optimizing, off-page and local citation cleanup, image optimization, meta audits, schema markup and interlinking audits.

Skills

- Technical SEO
- Content Strategy
- Copywriting/Copy editing
- Web performance
- Keyword Analysis
- A/B Testing
- Conversion Rate Optimization
- Semrush, Screaming Frog, Ahrefs
- Google Analytics
- Google Tag Manager
- Data Studio
- Photoshop, Illustrator, Indesign

Achievements

- Drove \$113.7M in organic pipeline between Aug. 2019 and Jun. 2023, increasing total organic revenue an average of 25% YoY, comprising 40% of total marketing revenue.

- Boosted organic search traffic to logicmonitor.com by an average of 53% YoY from 2019-2022.

- Content Strategy campaign for a psychotherapy business resulted in 109% traffic increase and a 71% increase in conversions, leading to the business opening a new location in 2019.

- Created an annual college scholarship program awarding three women each year pursuing careers in STEM.

Education

West Virginia University

- B.S. in Visual Journalism
- Double Minor in Political Science and Slavic and Eastern European Studies
- Graduated Magna Cum Laude May 2013