

Ava Nicewonder

SEO Manager

Denver, Colorado | [LinkedIn Profile](#) | 540-226-7195 | AvalonNicewonder@gmail.com | [SEO Portfolio](#)

MARKETING EXPERIENCE

Avalon MKTG (Freelance)

Remote

SEO Marketer

Nov 2020 - Present

- Developed an integrated SEO focused marketing campaign with a team of three contract marketers to introduce a digital marketing strategy and technical SEO for several targeted start-up ecommerce businesses.
- Created a detailed three month SEO plan for two separate companies and their websites when rebranding and migrating to new platforms resulting in a 32% increase of organic traffic according to Google Analytics.
- Organized a comprehensive & detailed 450+ keyword bank to promote SEO within the site's blogs & social media posts resulting in a 19% increase in organic traffic based on crawl data imported from Moz Pro SEO.

Seer Interactive (Agency)

Remote

Senior SEO Manager

Apr 2024 - Dec 2024

- Conducted competitive analyses and keyword research to identify growth opportunities for enterprise clients.
- Engineered custom AI prompts to increase work efficiency and compare high volume insights.
- Increased organic search traffic by over 240% in three months by utilizing AI for PDP and PLP pages for an enterprise client.

Stream Companies (Agency)

Remote

SEO Team Lead

Dec 2022 - Aug 2023

- Managed a national team of strategists in consulting over 50 clients regarding their business goals to propose solutions and strategies that meet their tailored needs as well as performing website usability audits and website conversion rate testing.
- Developed strategic keyword research & prepared monthly marketing campaign reports using Google Analytics & other Google tools.
- Trained new hires and current team members as needed looking for areas of opportunity to consistently drive improvement within the team strategically, creatively, or operationally in local SEO, technical SEO, & international SEO.

GR0 (Startup Agency)

Remote

SEO Campaign Manager

May 2022 - Oct 2022

- Analyzed data from tools like Google Analytics, Google Search Console, Semrush & Ahrefs to identify trends and uncover new opportunities to optimize 10+ SEO campaigns both B2B & B2C.
- Performed extensive keyword research and created detailed SEO strategies that help drive organic growth for clients' websites through a combination of content writing & on-page optimization resulting in an average increase in site traffic of 350%.
- Increased Domain Rating by an average of 200% with all clients.
- Identified key areas of opportunity on client's websites and offer solutions such as on-page optimizations and other technical SEO work.

Wolseley Industrial Group

Denver, Colorado

Industrial Sales Engineer

Feb 2019 - Apr 2020

- Led the development of local outreach with my sales team to over 20 new vendors, suppliers, and manufacturers while expanding into several new KOB's within the district while maintaining an average of 29% margin.
- Introduced new supply chain management software to our corporate leadership that was then adopted by our market's major customers which increased order processing time by 24% and reduced logistics costs by ~22%.

Dyson

Golden, Colorado

Product Marketing Specialist

Aug 2018 - Feb 2019

- Expanded sales reach by securing 12 new accounts throughout Colorado and California.
- Managed client and customer relations using CRM tools to resolve distribution issues, questions regarding product knowledge, maintaining organic social channels, service locations, support of existing product inventory and supply demands.

Link Advantage (Startup Agency)

Aurora, Colorado

Marketing Director

Jun 2017 - Aug 2018

- Implemented strategic marketing campaigns, using HubSpot, which resulted in increased client profit by 22%.
- Managed hiring, training, and performance evaluations aiding company growth by over 60%.
- Identified 6 new strategies to expand platform's growth through social media, SEO, email marketing, market research, and data reporting.

SKILLS & INTERESTS

Skills: Microsoft Office, HubSpot, Repsly CRM, Google Analytics, Google Search Console, Google Data Studio, Google Business Profile, Google Tag Manager, Workfront, Notion, Asana, Trello, Wordpress, Squarespace, Wagtail, Butter, Dealer Inspire, DealerFire, Yoast SEO, Spyfu, Moz SEO, Semrush, Ahrefs, BrightEdge, Screaming Frog, Conductor, ChatGPT, Hunter.io, Adnomics, Ubersuggest, MailChimp.

Certifications: HubSpot SEO Certification, Moz Pro SEO Essentials Certification, Moz Pro SEO Keyword Research Certification, Semrush Technical SEO Certification, & Google Analytics Certification.

Interests: I love the outdoors and spend my free time hiking, mountain biking, & snowboarding. Additionally, I work part-time as a DJ and also play guitar & piano. I am very interested in technology and cutting edge developments as well as optimizing efficiency.

EDUCATION

Radford University

Radford, Virginia

Sports Medicine/Bachelor of Science