

# Amanda L. Miller

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## CAREER OBJECTIVE

*Search marketing professional seeking a challenging position in search with a progressive company that offers the potential for career growth and values my track record of success.*

## QUALIFICATIONS HIGHLIGHTS

- 8 years experience in search engine optimization and website design.
- Proven ability achieving top search engine results on Google, Yahoo and Bing for extremely competitive keywords.
- Strong track record delivering dramatic growth in website traffic.
- Skilled in designing attractive, user friendly e-commerce websites.
- Able to deliver outstanding ROI results for SEO expenditures – regardless of the industry.
- Genuinely passionate about and dedicated to my career in search engine marketing.
- Consistently achieve superb results in difficult, highly competitive markets.
- Optimize using only "white hat" (ethical) SEO techniques.
- Able to rapidly develop traffic building strategies using article syndication, blogs, social media and directory listings.
- Willing to relocate or travel; very flexible with no attachments.
- Highly motivated; team player; results oriented.

## PROFESSIONAL EXPERIENCE

**Senior SEO Specialist** | Hayneedle.com | Omaha, NE

2010-present

- Perform all SEO related tasks for 122+ home furnishings e-commerce websites for Hayneedle - one of the largest online retailers in the US.
- Achieve and maintain top search engine rankings for highly sought after, niche-specific keywords terms.
- Perform extensive keyword research, identifying synonyms, near synonyms, common misspellings and related search terms.
- Develop navigational and sitemap recommendations based on keyword findings for multiple new website launches.
- Work closely with merchandisers and buyers to determine effective landing page layouts.

**Freelance SEO Consultant** | Carmel, IN

2009-2010

- Achieved first page search engine rankings for 10 IMED Mobility company websites (automotive industry).
- Performed dynamic website template optimization using PHP.
- Spearheaded inbound linking program utilizing article syndication and directory linking.
- Created customized online video profiles for automotive dealerships using Youtube, Vimeo, Reverb and Tubmugul.
- Optimized Wordpress blogs for multiple sites, improving search engine ranking dramatically.
- Designed and executed feed syndication strategies to distribute auto listings on highly trafficked sites across the web.
- Trained, coached and mentored web designers on SEO and copywriting.

**Director of Search Marketing** | Jobing.com | Phoenix, AZ

2008-2009

- Achieved first page organic search rankings on Google, Yahoo and Bing for the keyword "jobs" – an extremely competitive keyword with 673,000 local searches. Began from zero visibility.
- Drove millions of new visits to the Jobing.com network – the nation's largest, locally-focused provider of employment media.
- Obtained several hundred thousand first page rankings for geo-specific job, career and employment related keywords.
- Successfully monetized sites with AdSense, resulting in several hundred thousand dollars in additional revenue.

- Negotiated strategic affiliate partnerships with large career information providers to better monetize our sites.
- Increased overall natural search traffic to the Jobing.com properties by 85.70% in 1 year.
- Exceeded all performance objectives.
- Rolled out highly effective linking program. Obtained quality inbound links by working with members of the internal team to establish relationships with top bloggers, educational institutions and submit to local directories.

**Natural Search Strategist** | iCrossing | Scottsdale, AZ

2006-2008

- Optimized client websites for thousands of carefully selected and competitive keyword terms, including “investments”, “stocks” and “stock quotes”.
- Achieved first page rankings on all major search engines.
- Developed local natural search strategy for Farmers Insurance, resulting in 250% growth in online visibility.
- Assisted BusinessWeek.com in effectively redesigning their main website and building new investing channel.
- Attained thousands of first page rankings for targeted keywords shortly after launch of Investing.Businessweek.com.
- Ran SEO program for Royal Caribbean, achieving 800% ROI.
- Designed multiple on-page and off-page optimization strategies for the Coca-Cola family of websites, directly leading to a 173% increase in natural traffic.
- Optimized pharmaceutical giant Novo Nordisk’s new site to achieve a 560% increase in their top 20 keyword rankings.

**Website Manager** | Pirate's Cove | Nags Head, NC

2005-2006

- Delivered spectacular growth in online bookings revenue of 800% annually.
- Improved ROI and saved significant expense by reducing reliance on paid search campaigns.
- Designed and rolled out an aggressive natural search strategy.
- Obtained first page placement on the major search engine results pages (SERPs) for numerous high conversion keywords including "outer banks vacation rentals" – one of the most trafficked vacation keywords in the US.
- Completely redesigned website for greater aesthetic appeal and easier navigation.

**E-Business Owner** | ALMJewelryDesigns.com | Greenville, NC

2003-2004

- Obtained first page rankings for keyword phrases targeting niche jewelry market segments.
- Integrated website with shopping cart and mailing list subscription applications.
- Rolled out cost-effective PPC campaigns, quickly generating significant revenue.
- Coordinated email marketing campaign to mailing list subscribers.

## EDUCATION

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| University of Illinois<br><b>Certificate in Open Source Programming (PHP)</b>  | 2010 |
| Search Engine Marketing Professional Organization Institute<br><b>Certificate of Advanced Search Engine Optimization</b> | 2008 |
| East Carolina University<br><b>Bachelor of Science and Business Administration (Management)</b>                          | 2005 |

## TECHNICAL PROFILE

SEO ▪ SEM ▪ Social Media Marketing ▪ Web Analytics ▪ PHP ▪ MySQL ▪ CSS ▪ Graphic Design