



# HENRY MARTIN



## ABOUT ME

Experienced Senior SEO Specialist with over 10 years of hands-on experience in optimizing websites for search engines and driving organic traffic growth. Proven track record of implementing successful SEO strategies and achieving top rankings in competitive industries. Adept at staying updated with the latest SEO trends, tools, and technologies.



<https://henrymartin.info/>

## SKILL

- ✓ Comprehensive SEO Strategy Development
- ✓ Keyword Research and Competitor Analysis
- ✓ Technical SEO Optimization
- ✓ PPC Campaign Management
- ✓ Digital Marketizing (Social Media, Affiliate, Email, Influencer, Content)
- ✓ Conversion Rate Optimization

## CONTACT



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Des Plaines, IL



## EDUCATION

- **2010-2014**  
**THE UNIVERSITY OF CHICAGO**  
Bachelor of Science in  
Computer Science



## MY EXPERIENCE

- **INTERO DIGITAL**      **2020-PRESENT**  
**Digital Marketing Strategist**  
A leading digital marketing agency specializing in SEO, PPC, and web design services for a wide range of industries.
- **STRAIGHT NORTH**      **2017-2020**  
**PPC & SEO Specialist**  
A comprehensive digital marketing firm focused on delivering SEO, content marketing, and web development solutions.
- **RESPONSIVAL INC**      **2014-2016**  
**SEO Strategist**  
A dynamic digital marketing and web development agency known for its innovative SEO and online strategy solutions.



# EXPERIENCE

## Digital Marketing Strategist

*Intero Digital | 2020 - Present*

A leading digital marketing agency specializing in SEO, PPC, and web design services for a wide range of industries.

- Developed and implemented comprehensive SEO strategies for clients across various industries to improve organic search visibility and drive targeted traffic.
- Conducted in-depth keyword research, competitor analysis, and website audits to identify optimization opportunities and formulate data-driven recommendations.
- Managed on-page optimization efforts including meta tags, header tags, content optimization, and internal linking strategies to enhance website relevance and authority.
- Implemented off-page optimization tactics such as link building, guest blogging, and influencer outreach to increase domain authority and acquire high-quality backlinks.
- Executed technical SEO optimizations including website structure, site speed optimization, mobile responsiveness enhancements, and schema markup implementation.
- Monitored website performance using SEO tools such as Google Analytics, Google Search Console, SEMrush, Moz, and Ahrefs, and provided regular performance reports and insights to clients.
- Stayed updated with Google algorithm changes and industry best practices to ensure compliance and adapt strategies accordingly.

## PPC & SEO Specialist

*Straight North | 2017 - 2020*

A comprehensive digital marketing firm focused on delivering SEO, content marketing, and web development solutions.

- Led the PPC and SEO teams in developing and executing strategies to improve website visibility, paid search performance, and organic traffic growth.
- Conducted in-depth keyword research, content gap analysis, and competitor benchmarking to optimize both paid and organic search campaigns, identifying growth opportunities and prioritizing high-impact initiatives.
- Implemented technical SEO optimizations such as website structure improvements, site speed optimization, and mobile responsiveness enhancements to maximize organic performance.
- Collaborated with content creators, web developers, and ad teams to ensure SEO and PPC best practices were integrated into website design, content production, and ad campaign management.
- Managed relationships with external agencies and freelancers for link building campaigns, content creation, paid media strategies, and technical audits, ensuring cohesive execution of SEO and PPC efforts.
- Analyzed key performance metrics (KPIs) and ROI from both SEO and PPC campaigns to measure effectiveness, providing data-driven recommendations for continuous optimization.



## Tools and Technologies:

- Google Analytics, Google Search Console, SEMrush, Moz, Ahrefs, Screaming Frog, Yoast SEO, Majestic SEO, BuzzSumo
- **CMS Platforms:** WordPress, Magento, Shopify, Drupal
- HTML/CSS for on-page optimization and technical SEO

## Tools and Technologies:

- Google Analytics, Google Search Console, Moz, Screaming Frog, Ahrefs, Google Ads, Microsoft Advertising, Google Analytics, SEMrush, SpyFu, WordStream, Kenshoo, Optmyzr, AdEspresso, Facebook Ads Manager, Google Keyword Planner, Unbounce, ClickCease.
- **CMS Platforms:** WordPress, Magento
- HTML/CSS for technical SEO



## SEO Strategist

Responsival Inc | 2014 - 2016



A dynamic digital marketing and web development agency known for its innovative SEO and online strategy solutions.

- Conducted comprehensive keyword research and competitive analysis to identify opportunities for client website optimization.
- Implemented on-page SEO techniques, including meta tags, header tags, and content optimization to improve search engine rankings.
- Assisted in the development of link building strategies to increase domain authority and improve search visibility.
- Performed regular technical SEO audits to identify and rectify website issues affecting performance.
- Collaborated with content creators to ensure SEO best practices were followed in content production.
- Utilized tools such as Google Analytics, Google Search Console, and SEMrush to monitor website performance and prepare reports.

## ▶▶ CERTIFICATIONS:

- ✔ Google Analytics Certification
- ✔ Google Ads Certification
- ✔ SEMrush Certification
- ✔ Moz SEO Certification

## ▶▶ REFERENCES

Will share on request.

## Tools and Technologies:

- Google Analytics
- Google Search Console
- SEMrush
- Moz
- Ahrefs
- Screaming Frog
- Yoast SEO
- Majestic SEO
- BuzzSumo
- WordPress
- HTML/CSS basics for on-page optimization
- On-Page Optimization
- Off-Page Optimization
- Keyword Research
- Competitor Analysis
- Website Auditing
- Content Optimization
- Internal Linking Strategies
- Backlink Acquisition
- Technical SEO
- Performance Monitoring and Reporting
- E-commerce SEO
- Local SEO Optimization
- Mobile SEO Optimization
- Voice Search Optimization
- Conversion Rate Optimization (CRO)
- Analytics and Data Interpretation

