

ALEXANDER D'AMATO

Boston, MA | (518) 339-8102 | alexdamato15@gmail.com | <https://www.linkedin.com/in/alexander-damato/>

EXPERIENCE

SEO Manager | Monotype

Boston, MA | Oct. 2022 - Present

- Increased enterprise organic traffic by 2.5 million clicks or 12% YoY and impressions by 24 million or 12.5% YoY on [MyFonts.com](https://www.myfonts.com)
- Spearheaded “Site Consolidation” initiative which consolidated revenue, traffic, and brand-power from many legacy sites to flagship e-commerce site resulting in revenue lift.
- Created long-form informational article hub with internal linking module to improve PageRank for SaaS site leading to 3X growth in free-trials post-release.
- Product Owner of SEO JIRA board, prioritizing features and bug fixes based on level of impact, effort, and reach to engineering squad
- Evangelized product-led + programmatic initiatives such as WhatTheFont and Font-Pairing tool, leading to 35% or 150K per month increase in clicks for URL.
- SEO lead for internationalization and localization project for Germany, France, and Spain
- Leveraged SQL for large databases to identify low-hanging fruit SEO optimizations.

Web Performance Lead | HelpSystems

Remote | May 2022 – Oct. 2022

- Lead on-page, off-page, and technical SEO strategies for multiple B2B web properties under portfolio.
- Architect behind URL restructure, taxonomy, and technical optimizations that led to 30% YoY growth in clicks for non-branded traffic of one of HelpSystems brands.
- Created SEO artifacts within confluence that documented best practices across technical, on-page, and off-page SEO tactics.
- Strategized SEO roadmap and documentation for Beyond Security
- Evangelized SEO and A/B Testing, along with scaling internal linking using Screaming Frog.
- Championed SEO dashboards through Looker of GSC/GA data to get holistic understanding of search performance regarding both branded/non-branded traffic for international growth.

SEO & Content Specialist | Verndale

Boston, MA | Mar 2021 - May 2022

- Consult enterprises and key stakeholders across multiple accounts on SEO best practices
- Craft data-driven content strategies for brands based on target personas and user journeys
- Implement web analytics and UX tracking through Google Tag Manager and GA
- Build custom and filtered dashboards for stakeholders on key organic search KPI's
- Performed content gap analysis, competitive research, technical SEO audits, and keyword research.
- Collaborate with UX and development teams around website taxonomies and information architecture.

SEO Specialist | Boston Web Marketing

Boston, MA | Nov 2020 – Mar 2021

- Curated actionable SEO dashboards using Google Data Studio
- Provided comprehensive SEO Consultation for 20 local and national accounts, across various industries.
- Consultation of keyword strategy and technical SEO strategy for stakeholders.

RELEVANT SKILLS

- Technical SEO, Content Strategy, Product Management, HTML, CSS, Javascript SEO, e-commerce, JIRA, Project Management, SQL, Google Tag Manager, Google Analytics Certification

EDUCATION

Quinnipiac University - *Lender School of Business, BS in Marketing*