



CALEB ROSA

Interview Availability

Resume Received

LinkedIn

SUMMARY

Data-Driven SEO Expert with Leadership Skills excelling in managing successful SEO campaigns and team development. Skilled in overseeing all campaign stages, fostering strong professional relationships, and delivering impactful results through innovative strategies. Proficient in mentoring, goal-setting, and capitalizing on current SEO trends.

EXPERIENCE

SEO MANAGER

Break The Web | Remote, CA | May 2023 - May 2024

- Accomplished a 70% increase in YoY non-branded organic clicks (*118k to 201k*) by developing a content plan, optimizing site architecture, and other optimization efforts.
- Achieved a 178% increase in non-branded organic clicks YoY (*35k to 99k*) by owning the direction of the campaign.
- Strategized and executed SEO campaigns for national & global D2C & SaaS brands to increase non-branded organic visibility.
- Led cross-functional teams (Content, DPR, SEO) to develop and execute SEO strategies, managing campaign roadmaps and schedules in our PM system, resulting in successful project delivery.
- Utilized tools (GA4, Ahrefs, GSC, etc.) to analyze performance data, translating insights into actionable SEO enhancements with measurable outcomes.
- Contributed to the development of SEO processes by fine-tuning and creating SOPs.
- Communicated the value of SEO initiatives to clients in order to get buy-in.
- Refined SEO tactics to keep the constantly changing SEO landscape.

SEO TEAM LEAD

Lemonade Stand | Remote | May 2021 - May 2023

- Accomplished a 143% YoY increase in keywords ranking 1-10 (*186 to 453*) by tracking content across its lifecycles and ensuring the site is optimized.
- Strategized SEO campaigns for medium & enterprise-level B2B and B2C clients.
- Contributed to the development of the SEO department's SOPs.

ACCOUNT MANAGER

Alba-Tech Marketing Solutions | Covina, CA | January 2020 - January 2021

- Met with clients on a regular basis and developed strategic growth plans.
- Assisted in the build of websites including an ecommerce website with an option for visitors to customize their product.

Los Angeles, CA 90001

(626) 391-2039

Calebr43@gmail.com

[Bold Profile](#)

EDUCATION

Bachelor of Science

Marketing
California Baptist University, Riverside, CA
April 2021

SKILLS

- Leadership
- People Development
- Google Analytics
- Google Search Console
- SEMrush
- AHREFS
- Youtube SEO
- KPI Tracking
- Keyword Research
- Content Planning
- Website Architecture Optimization
- Overseeing Keyword Placement
- Campaign Launch and Management
- Team Collaboration
- Competitor Analysis
- Storytelling with Data