

**Proficient in:**

* SEO Strategy
* Technical SEO
* On/Off-page Optimization
* Keyword Research
* SQL
* Content Optimization
* Link Building
* Data Analysis & Reporting
* Website Audit
* Leadership & Management
* Core Web Vitals Optimization
* Analytics Tools
* HTML/JSON
* AI Initiatives & Search Innovations

6524 Sand Lake Sound Rd.

Unit 3415 Orlando, FL 32819

jwsteidle@gmail.com

(386) 956-1887

Senior SEO Manager | Content & Technical SEO Expertise

Jamie Steidle

RELEVANT WORK EXPERIENCE

Linkedin.com/in/jamie-steidle

SKILLS

CONTACT

## VICE MEDIA

**Senior SEO Manager**

Nov. 2023 – Feb. 2024

* Oversaw a team of SEO specialists, fostering collaborative efforts with editorial teams to strategize for future growth.
* Collaborated closely with product and engineering to develop effective migration strategies and product initiatives, aimed at enhancing search performance.

**SEO Manager**

Jun. 2021 – Nov. 2023

* Provided leadership and guidance to an SEO team, working closely with editorial, product, and engineering departments, driving continuous improvement in search rankings, organic traffic, and affiliate marketing success.
* Played a key role in optimizing Core Web Vitals for VICE, i-D, and Refinery29, leading to a 35% improvement in Cumulative Layout Shift (CLS) for desktop versions and an 83% increase in Google Discover traffic.
* Led technical SEO initiatives, resolving issues, and enhancing user experience, search rankings, and affiliate marketing performance.
* Monitored website performance and implemented data-driven optimization strategies using SEO tools and analytics to drive traffic growth.
* Engaged in cutting-edge AI initiatives, focusing on staying updated with AI advancements relevant to search technologies. Conducted comprehensive tests to adapt and enhance strategies for ranking in Google's Search Generative Experience.

**Senior Content Strategist**

Feb. 2021 – Jun. 2021

* Developed and executed comprehensive SEO strategies for VICE, Refinery29, i-D, and other affiliate networks, leading to a 250% increase in Vice affiliate traffic by adopting an SEO-first approach.
* Spearheaded the development and update of SEO-focused content ideas across multiple verticals, resulting in a significant improvement in site performance by upwards of 15% for search traffic.
* Conducted in-depth keyword research and content strategies, aligning with evolving SEO trends and website performance standards.

## HEALTHYLINE, SEO Copywriter, Nov. 2020 - Feb 2021

* Drove organic traffic through SEO content strategies, utilizing strategic keyword research and impactful writing.

**VALENCIA COLLEGE**, **Adjunct** **English Professor**, Aug 2018- Dec 2020

* Inspired language proficiency and critical thinking, fostering an engaging learning environment as an English adjunct.

**FREELANCE** **SEO Content Writer & Marketer**, Dec 2011 – Dec 2020

* Implemented SEO-driven content strategies to drive organic traffic and achieve business goals.

**DELUXE MODULAR**, **SEO Specialist**, Sep 2019 – Mar 2020

* Implemented SEO best practices, driving a 25% boost in website traffic, increasing organic rankings for non-brand terms.

**CHATTER BUZZ MEDIA**, **SEO & Content Lead**, Oct 2018 – Sep 2019

* Implemented SEO best practices for 20+ clients, enhancing lead generation and managing internal teams for effective campaign execution and growth of websites and web properties.

**SOUTH STREET & CO.**, **SEO Editorial Creative**, Nov 2017 – Sep 2018

* Developed and implemented comprehensive content strategy, authoring a diverse range of online and SEO-optimized print articles, reviews, and communication briefings for e-magazines, newsletters, and blogs.

**FEEDING MY KID**, **ASSISTANT SEO EDITOR & MARKETING**, Nov 2015 – Dec 2016

* Developed and executed content strategy while providing editorial assistance by crafting search engine optimized (SEO) articles, posts, ad copy, and newsletters.

**BACHELOR OF ARTS**

College of Arts & Humanities

Major: English Literature*University of Central Florida*

**MASTER OF ARTS**

College of Arts & Humanities

Major: English*University of Limerick, Ireland*

**2016 - 2018**

**2010 - 2014**

EDUCATION