

Svetlana Volkov

Experienced marketing professional with a decade of expertise in SEO, content management, and technical SEO. Specializing in crafting and executing dynamic SEO strategies, conducting competitor analyses, and overseeing content strategy.

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EXPERIENCE

Senior SEO Manager – World of Good Brands. Santa Monica (Remote)

December 2022 - PRESENT

Crafted and executed dynamic SEO strategies for wellandgood.com and livestrong.com, elevating online visibility and driving organic growth.

Led comprehensive SEO operations, including on-page optimization, keyword research, and technical audits, optimizing website performance and user experience.

Conducted competitor analyses, guided content calendars, and aligned SEO with content strategy to ensure relevance and engagement.

Oversaw content strategy, including content planning, content tracking and analysis and provided editorial training, while managing several junior freelancers.

SEO Manager – Conde Nast. New York (Remote)

August 2021- December 2022

Managed SEO for global brands, including Allure.com, Glamour.com, Self.com, and Pitchfork.com.

Implemented full SEO optimization, content planning strategies, and preparations for major commerce tentpoles and events.

Provided page-level recommendations based on research and analysis, and conducted educational SEO training.

Led SEO reporting, investigated traffic loss, and collaborated on new initiatives and features.

SEO & Content Strategy Consultant. San Francisco

January 2019 - August 2021

Provided SEO consultations to small businesses, focusing on holistic strategies for high search engine rankings and ROI.

Conducted technical audits, keyword research, and content management, utilizing various SEO tools.

Managed content creation, calendars, and freelance writers, serving

SKILLS

Search Engine Optimization

On-Page Optimization

Content Strategy

Content Management

Keyword Research

Technical SEO

Competitive Analysis

SEO Reporting and Analysis

Editorial Training

Tools

SEMrush

Ahrefs

Screaming Frog

Google Analytics

Google Search Console

Parsely

Data Studio/Looker

Excel

Wordpress

LANGUAGES

English - Fluent

Hebrew - Fluent

Spanish - Conversational

Russian - Mother Tongue

notable clients in finance, retail, and marketing.

SEO Growth Analyst, Zumper. San Francisco

December 2017 - January 2019

Managed on-page and off-page optimization across brands, content management, and link building efforts.

Led content strategy, keyword research, and publication schedules, overseeing content writers and researchers.

Conducted weekly traffic reporting and utilized tools like Google Analytics, Semrush, and Screaming Frog.

Collaborated on new initiatives and features with product and design teams.

SEO Growth Analyst, Credit.com. San Francisco

October 2016 - July 2017

Developed, reviewed, and analyzed on-page SEO elements and content strategy.

Optimized landing pages, created content ideation processes, and oversaw content production.

Conducted manual QA tests, performed content audits and keyword research, and analyzed performance reports.

Collaborated closely with product managers and achieved significant traffic improvements and content quality standards

EDUCATION

***Masters in Applied Linguistics* - Texas A&M University-Commerce, Commerce, TX**

February 2024 - February 2026 (expected)

***B.A in English Studies and French* - Tel Aviv University, Tel Aviv, Israel**

September 2008 - September 2012