



Cort Tafoya

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PROFESSIONAL SUMMARY

I've been in digital marketing for 11 years with an emphasis on SEO and web analytics. My work experience is extensive and includes companies that range from startups to nationwide brands. I've implemented many successful content marketing and website design strategies to increase rankings. I consider myself proactive and achievement oriented. I have a passion for helping businesses grow and connecting searchers with products and services they will love.

SKILLS

- Keyword Research
- Link Building
- Competitor Analysis
- Site Auditing
- Content Development
- Current Trends
- ROI Assessments
- Data Analysis
- Blogger Relations

WORK HISTORY

SEO MARKETING MANAGER

12/2013 to CURRENT

Freelance

- Manage 6-12 month long SEO campaigns with an emphasis on content marketing & link building
- Achieve page 1 rankings for high value keyword phrases
- Perform content and technical SEO audits that improve rankings and correct major website errors
- Use tools such as Semrush, Moz and Google Search Console for research and reports that are unique & insightful
- Assist with site redesign and content migrations, helping development teams avoid huge pitfalls
- Lead client facing SEO meetings where I handle companies' toughest questions and clearly convey results, value & strategy
- Manage teams of up to 15 copywriters and editors, helping them optimize their articles for SEO
- Perform work in many verticals, including Health, SaaS, B2B / B2C & more

MARKETING MANAGER

05/2013 to 01/2014

Hack Reactor | San Francisco, CA

- Created quarterly marketing and SEO strategies
- Increased revenue by 33% per month
- Increased search traffic 200%
- Directed and crafted all email campaigns (31% OR, 10.5% CTR)
- 150% increase in web traffic, increased student applications 55%

- Achieved page one ranking on SERPs for almost all (25-30) high value phrases
- Edited and published 12 SEO blogs each month
- SEM, Google Ads manager, responsible for all campaigns and spending
- Responsible for additional PR and outreach
- Established marketable partnerships with outside groups

EDUCATION



B.A. | Communications

08/2011

CSU Fullerton

CERTIFICATIONS



Inbound marketing certified via HubSpot, Google Ads Certified & Google Analytics 4 Certified