



# Cort Tafoya

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## PROFESSIONAL SUMMARY

Over the past ten years, I've been contracted as the lead SEO strategist for many companies, including nationally known brands such as Tonal, Red Robin and Morrison & Foerster law firm. During this time, I've helped businesses grow their organic traffic by as much as 15x. My ultimate career goal is to manage SEO marketing for an ambitious company that values content and optimized web design.

## SKILLS

- Keyword Research
- Link Building
- Competitor Analysis
- Site Auditing
- Content Development
- Technical SEO
- On-Page SEO
- Off-Page SEO
- Data Analysis
- Blogger Relations

## WORK HISTORY

### SEO MARKETING MANAGER

04/2014 to CURRENT

#### Self-Employed, Contractor | Sacramento, CA

- Manage long-term SEO campaigns where ROAS for clients can reach multiples as high as 10x
- Achieve page 1 rankings for hundreds of high value keyword phrases
- Perform technical SEO audits to help correct major website errors
- Use tools such as Semrush, Moz and Google Search Console for reports that are unique & insightful
- Assist with site redesigns, helping development teams avoid huge decreases in search traffic
- Lead client facing SEO meetings and clearly convey results, value & strategy
- Manage teams of up to 15 copywriters and editors, helping them search optimize their articles
- Past clients include VIPKid, Zenbooth, JennaLee Designer Doodles, Fest300 (Everfest) and SmartBear (GetZephyr)

### MARKETING MANAGER

05/2013 to 04/2014

#### Hack Reactor | San Francisco, CA

- Created quarterly marketing and SEO strategies
- Increased net revenue by 33%
- Increased non-branded search traffic by 200%
- Directed and crafted all email campaigns (31% OR, 10.5% CTR)
- Achieved 150% increase in total web traffic

- Increased student applications by 55%
- Achieved page one rankings for almost all (25-30) high-value phrases
- Edited and published 12 SEO blogs each month
- Served as SEM and Google Ads manager, responsible for all campaigns and spending
- Oversaw additional PR and outreach
- Established marketable partnerships with outside groups

## EDUCATION



**B.A. | Communications**

*08/2011*

**CSU Fullerton, Fullerton, CA**

## CERTIFICATIONS



Inbound Marketing Certified via HubSpot, Google Ads Certified & Google Analytics 4 Certified