mel kreitz

- 3715 cesar chavez • san francisco, california • 94110
- **MOBILE** (415) 710-9411
- **E-MAIL** melkreitz@gmail.com
- **WEBSITE** melkreitz.com

LANGUAGES

- Fluent in English, Spanish and HTML

EDUCATION

- **BBA**: Bachelor of Science in Business Administration with a Marketing emphasis.
- December 2008
- San Francisco State University, San Francisco, CA

PERSONAL INTEREST

- Competent communicator and public speaking aficionado.
- Loyal fan of SF Giants, Dubs & 49ers.
- Advanced salsa dancer.

MILESTONES

- Achieved 161% organic acquisition growth using tactical, cross--promotional, SEO, link building and growth techniques.
- Developed a growth strategy that delivered from 100K unique visitors at point of inception to 3.1M at acquisition.
- Evangelized the gospel of the Google gods, to show the importance of SEO friendly pages, relevant content and link density.
- Guided successful migration of over 120,000 pages to SEO friendly CMS.
- Enacted inbound marketing campaigns to enhance visibility into life cycle funnel and optimize content for improved conversions.

TOOL STACK

Google Analytics, Adwords and Search Console, Adobe Sitecatalyst, Conductor, Brightedge, Bing Webmaster Tools, Moz, SEOQuake, SEMRush Wordstream, AHREFs, ScreamingFrog, Rank Ranger, Botify, Ahrefs, Salesforce, Marketo, Hubspot, Mailchimp. HTML, JavaScript, CSS, Schema, AJAX, XHTML, and XML, Excel, Looker and all Microsoft and Google Suites.

SEO/GEO PROFICIENCIES

- Advanced Technical SEO (Crawling, Indexation, Site Architecture, Schema, CWV)
- Generative Engine Optimization (GEO) for AI-powered search environments (Gemini, ChatGPT, Perplexity)
- Data Analytics (Google Search Console, Profound HQ, SEMrush, BrightEdge,)
- A/B and Multivariate Testing for on-page and structured optimization
- Project & Stakeholder Management (Agile, cross-functional collaboration)
- International & Multilingual SEO (Localization, hreflang, cultural alignment)
- ROI-centered Performance Marketing and Support Funnel Optimization
- Content Taxonomy & Internal Linking for knowledge base and support portals

EXPERIENCE

SEO Consultant
Remote Work Capable - OCTOBER 2022 - Present

- **Wayfair** requested the reverse engineering of their closest competitors' SEO/GEO strategy to see how and why they gained so much visibility in the SERPs. The findings were their competitors had mimicked the client's site architecture while enhancing their technical SEO to improve Web Vitals.

- **ADT** sought to modernise their visibility in SEO/GEO environments which resulted in a strategy to enrich Organization, LocalBusiness, and Product SCHEMA across key pages, including consistent NAP, geo-coordinates, and sameAs links to major profiles so ADT is unambiguously recognized as the security entity in each market.

- **Colgate-Palmolive** needed to update their content strategy to fit the new paradigm of SEO/GEO and zero clicks. Developed GEO-compatible structured content SCHEMAs that enabled AI summarization accuracy in search results across LLM-driven platforms.

Head of SEO

FinTech: Splash Financial, Remote Work from San Francisco CA - OCTOBER 2021 – SEPTEMBER 2022

- Increased clicks from search engines by 41% in the first 6 months via technical optimization.

- Enhanced pageviews by 121% by optimizing landing pages with relevant HTML and content.

- Eliminated 61% duplicate content by enhancing robots.txt to block private, internal and development subdomains that were being indexed by search engine bots.

- Lead effort of improve behavioral metrics by matching intent to content that had previously been invisible to search engines which resulted in double digit growth

- Organized effort to compress images, CSS and implemented lazy loads techniques and dismantled unused Javascript that was slowing down site performance.

SEO Team Lead
e-Commerce: MIXBOOK, REDWOOD CITY, CA - SEPTEMBER 2017 – SEPTEMBER 2021

- Increased search engine coverage by 190% by re-indexing 8,000 pages previously labeled by Google as non-compliant.

- Orchestrated efforts to eliminate 10,000 server errors, 404s and duplicate content from the website.

- Instituted an internal linking module to help flatten site architecture and help distribute authority throughout the site.

- Amplified conversion metrics like project starts (115%), sign ups (119%) and net sales (125%) YoY.

- Spearheaded and curated a strategy to develop quality content and boosted blog traffic by 345%.

- Mapped aligned keyword research to match product lines and optimized HTML elements to achieve maximum visibility while avoiding bloody competition.

SEO Growth Marketing Manager (Contract)
SaaS: AUTOPILOT HQ, SAN FRANCISCO, CA - MARCH 2017 – AUGUST 2017

- Enhance acquisition to website by 20%, using a combination of technical hacks, SEO friendly optimizations and minification of code to improve user experience.

- Lead efforts to launch SEO optimized online properties for the purpose of maximizing online visibility while improving brand's reputation and authority.

- Collaborated with teams to grow a community of potential customers, influencers and experts to promote the product via events and social activities.

- Organized competitive analysis to find weaknesses in opposition and developed a plan to enhance the firm's positioning within a very competitive industry.

- Identified crucial customer journey paths of target audience and strategized to implement multiple campaigns to increase lead flow.

SEO and Lifecycle Marketing Manager (Contract)

SaaS: INDENI LTD, SAN FRANCISCO, CA - APRIL 2016 – JANUARY 2017

- **Acquisition**: Delivered on product initiatives and programs that impacted key organic growth via off-page and on-page and technical best practices of meta-tag and site speed optimization to reduce bounce rate and improve user experience.
- **Activation**: Implemented a system of coordinated CTAs to encourage engagement via exit intent pop ups, sticky bar, forms and optimized landing pages to increase CTR, sign ups designed to improve lead quality.
- **Automation**: Implemented a system of inbound marketing that conducted user research, monitored behavior and analyzed feedback to better comprehend long lifecycle funnels and refine MQLs and SQLs.
- **Retention**: Developed reactivation campaigns designed to drive growth and re-engagement, click throughs and create repeat visitors to the website.
- **Revenue:** Raised revenue by 50% during the current growth project.

Enterprise SEO Analyst (Growth Hacker)
Tech Giant: CISCO SYSTEMS, SAN JOSE, CA - JUNE 2014 – APRIL 2016

- Reviewed and analyzed Cisco sites for areas that need to be improved, deleted, or revised.
- Discovered high volume, low competition keywords to enhance SERP presence for NFV, Mobile and Enterprise properties.
- Uncovered patterns in traffic flows to identify, update and optimize landing pages for enhanced funnel proficiency.
- Mined internal search queries to discover BOFU opportunities for faster conversion and increased revenue.
- Leveraged SQL to extract valuable analytic data in order to discover best performing content by category type and replicate success to other categories of interest.

Senior SEO Manager
INTERNATIONAL AGENCY: ESTORM, SAN FRANCISCO, CA - SEPTEMBER 2012 – MAY 2014

- Worked with international marketing and IT teams on content optimization, development and implementation.
- Managed SEO forecasts, monitoring, and detailed reporting on search engine KPI's and their impact on business goals.
- Kept pace with the changes in the SEO industry and trends to ensure compliance and efficiency with the latest SEO guidelines and algorithms.
- Educated internal and external resources on the importance of SEO as a part of a multivariate strategy to reach, grow and convert traffic into customers.

Cloud Project Analyst (Contract)
Tech Giant: APPLE INCORPORATED, CUPERTINO, CA - JANUARY 2012 – MAY 2012

- Analyze raw transcription data and translate into English and Spanish language.
- Interpreted text to speech data to determine trends, query intent and ground truth for mobile web metrics.
- Configured components such as localized trends, default language as well as geographic regions with specific functionality such as spelling checkers and speaker text engines.
- Test availability of drivers for local hardware and searched for encryption algorithms incorporated into applications.
- Utilized SQL to extract queries with educational intent to understand customer journey and increase conversions.

Founder and SEO Lead (Consultancy)
SEO SHAKE, SAN FRANCISCO, CA - JANUARY 2012 – AUGUST 2012

- Delivered qualitative and quantitative analysis reports to identify opportunities, risk and growth potential within the client's industry.
- Conducted and mastered in-depth keyword research and continuously identified areas of opportunity and growth.
- Provided excellent customer service by providing clients updates on campaign metrics such as ROI, CTR and Impressions to implement strategies to drive traffic, top of mind awareness and scalability.
- Managed all phases of a partner's operational life cycle, including pre-sales, implementation scoping, testing, analysis, launch, ongoing performance review, expansion and optimization, as well as ongoing account support and management.

Search Analyst (LATAM) (Contract)

Tech Giant: YAHOO! SUNNYVALE, CA - JUNE 2011 – DECEMBER 2011

- Defined relevancy of search queries to comprehend user wants and needs, while making product feature suggestions based on the competitive landscape and user climate for growth strategy in addition to classifying online content.
- Served as monitor and analyze site traffic trends to make programming decisions.
- Participated in regular testing and QA assignments and achieved more than 90% quality rate for navigational, transactional and informational queries.
- Concise written and oral communication skills for the purpose of presenting online analytics and metrics data.

SEO Analyst
Startup: UPTAKE.COM, PALO ALTO, CA - AUGUST 2009 – APRIL 2011 (ACQUIRED BY GROUPON)

- Implemented key marketing partnership initiatives to support the Company's content aggregation and robust organic SEO growth with original content sources, travel, attractions, and local sites.
- Analyzed, optimized, for growth of search engine traffic (SEO) projects on a global and local market level, and meeting monthly/quarterly unique user goals.
- Drive new ideas and processes to improve performance of global SEO projects across web and mobile, including link building partnerships, content marketing and keyword development.
- Mentored and trained new members of the marketing team to implement Company's cross-promotional objectives.