

# AMANDA JORDAN



## Local SEO Analyst

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### Contact Info

- 📍 130 Hornbuckle Dr  
Easley, SC 29642
- 📞 864-202-7898
- ✉ [amandatjordann@gmail.com](mailto:amandatjordann@gmail.com)

### Skills

- Accountable
- Analytical
- Adaptable
- Flexible
- Reliable

### Tools

- LocalFalcon
- SEMrush
- Ahrefs
- BrightLocal
- WhiteSpark
- SiteBulb
- Clearscope
- Marketmuse
- Screaming Frog
- Google Data Studio
- Lighthouse

### Interests

- Gardening
- Video games
- Dogs
- Documentaries
- Woodturning
- Woodworking

### Objective

• Passionate, analytical, and adaptable SEO with a desire to expand my SEO knowledge as well as teach others. I am extremely results-driven and focus on tactics that provide the most impact for my clients.

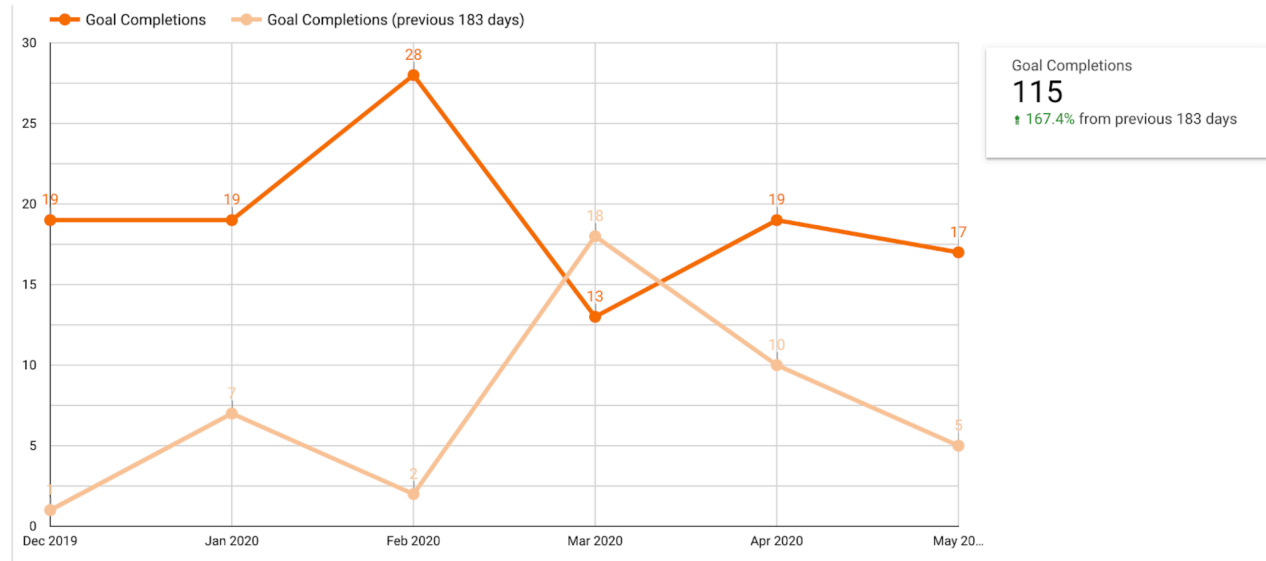
### Experience

- **Local SEO Analyst, LOCOMOTIVE Agency**  
June 2018 - July 2020
  - Develop and implement client strategies
  - Lead and participate in monthly client calls
  - Create and document new processes
  - Assist technical directors with local and CRO client issues
  - Perform technical, local and competitor audits for new clients
  - Provide client-facing documents, presentations and other deliverables
  - Create monthly reports for clients
  - Research potential clients and identify opportunities to discuss during sales calls
  - Communicate with clients on ongoing projects and deliverables
- **Senior SEO Strategist, EverConvert**  
March 2017 - April 2019
  - Hire, train and manage SEO team and content development team
  - Manage relationships with vendors and freelancers
  - Implement tactics outlined in client strategies
  - Participate in client calls
  - Assist account managers by identifying opportunities to upsell
  - Develop SEO practices and procedures
  - Manage over 150 Google My Business listings for law firms nationwide
  - Create business processes with a focus on scalability
  - Coordinate site launches and SEO efforts with developers
- **Marketing & Social Media Manager, Koss Creative**  
May 2015 - March 2016
  - Provide SEO support for 5 brand websites
  - Manage Facebook and Instagram accounts for e-commerce websites
  - Lead brand ambassador programs
  - Manage intern projects

# Career Highlights

## Mobility Company Sees More Leads During Coronavirus

I am the lead strategist for this client. I develop the strategy and assign tasks for deliverables to analysts. I am responsible for making changes directly to the client's website and leading client calls. This client has renewed their contract for six months.



## Energy Company Improves Bad Online Reputation

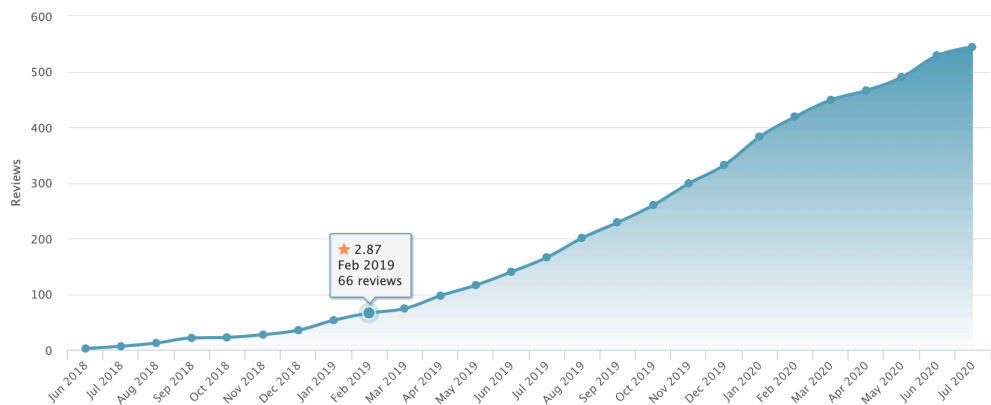
I am the lead strategist for this client. I develop reputation management strategies to address low ratings. My strategies have helped this client greatly improve their online reputation throughout Texas.

### Overview

All-time Rating & Reviews



### Collected Reviews



## Credit Union's Doubles Goal Completions in 6 Months

I am the lead strategist for this client. I work with my employer's senior technical director to develop the client strategy. I create and provide any process documents needed for the client to complete tasks and validate all work done by the client. This client has renewed their contract for another year.

