Drew Marlier

(309) 236-0977
drew.marlier@gmail.com
drewmarlier.com
Chicago, IL

PROFESSIONAL EXPERIENCE

PERFORMICS, Chicago, Illinois   June 2018—Present
SEO Account Director
- Create, implement, and manage SEO strategies for enterprise-level SEO campaigns
- Serve as lead client-facing account/project manager for multiple enterprise-level SEO clients
- Serve as direct manager, mentor to up to five junior-level employees
- Serve as technical SEO lead for various clients with tasks, such as page speed, international SEO, and Schema.org markup
- Complete comprehensive SEO audits based on Performics' four pillars of SEO: technical, content, authority, and UX
- Utilize SEO tools, such as Screaming Frog, Botify, Ahrefs, and DeepCrawl to complete SEO audits
- Create and complete custom reports with tools, such as Google Data Studio, to track and monitor SEO performance of clients
- Leverage tracking tools, including Adobe/Google Analytics, GSC, Bing WMT, BrightEdge, and SEMRush to track performance
- Teach SEO classes within Performics Academy including HTML, CSS, & JavaScript, page speed, and structured data classes
- Created and regularly update Performics' official SEO newsletter called The Featured Snippet
- Lead a monthly SEO roundtable with several Publicis Groupe agencies to discuss latest SEO trends, topics, and news
- Write blogs posts on Performics' official blog based on industry news, events, and topics
- Mentor, train, and offer guidance to associate team members

L2TMEDIA, Evanston, Illinois   July 2016—June 2018
Sr. SEO/Content Specialist
- Implement and maintain SEO strategies for 50+ clients to achieve organic growth
- Understand how PPC and SEO campaigns work together to reach optimum growth
- Coordinate SEO strategies to work effectively with PPC campaigns
- Write and edit PPC copy, onsite pages, and blogs posts for automotive clients
- Translate PPC copy, onsite pages, blog posts, social posts, and review response into Spanish
- Conduct keyword research using Google AdWords Keyword Planner, Google Analytics, and Google Trends
- Analyze website performance with tools like Google Analytics and Google Search Console
- Create SEO website audits of using tools like Screaming Frog and Raven Tools
- Provide engaging, creative, and high quality on- and off-site copy according to SEO best practices
- Analyze website performance with tools like Google Analytics and Google Search Console
- Stay up-to-date on latest industry news and trends, best practices, and algorithm updates
- Create weekly blog, monthly newsletter, and company-wide group to help keep up with trends

SKILLS & CERTIFICATIONS

- Certifications: Google Analytics, Google Ads, BrightEdge Certified Professional, DeepCrawl Certification
- Coding Languages: HTML, CSS, JavaScript, jQuery, JSON-LD, Python
- SEO Tools: Screaming Frog, DeepCrawl, Botify, SEMRush, BrightEdge, Ahrefs, Google Search Console, Bing WMT
- Analytics Tools: Adobe Analytics/Omniture, Google Analytics, Google Analytics 4

EDUCATION

THE UNIVERSITY OF IOWA
Bachelor of Business Administration, Marketing
- Studied Spanish in Alicante, Spain
- Studied Italian, Business in Paderno del Grappa, Italy
- Major: Marketing, Minor: Spanish

GENERAL ASSEMBLY
Web Development
- Front-End Web Development (10-week Bootcamp), February 2020—May 2020
- JavaScript Development (10-week Bootcamp), December 2020—February 2021
- HTML & CSS Bootcamp (1-day Bootcamp), January 2020
- JavaScript Bootcamp (1-day Bootcamp), June 2020
- Python Bootcamp (1-day Bootcamp), January 2022