

DAVID SCOTT MELLOR

Detroit, MI • 313-222-5555 • Davidscott33@net.net

SEO PROFESSIONAL / MANAGER

Strong background in website development combined with extensive SEO/SEM experience

Drove average 42% increase in client sales and boosted billings 225% in current SEO role

Proven success in developing innovative, highly measurable SEO programs and ensuring flawless execution. Adept at consistently improving search rankings through content marketing, strategic partnerships, keyword research, and an unswerving focus on leading-edge strategies. Astute understanding of paid search marketing programs; history of improving impressions, click-through rates and conversions while minimizing costs.

"David has an outstanding record of delivering more than expected even when resources and time are tight. His work greatly increased web traffic for several of our clients and played a big part in our sales growth. I'd welcome the chance to work with him again."

– Senior Search Auditor, ABC Search Marketing (via LinkedIn) –

AREAS OF EXPERTISE

- Project Management
- Keyword Research
- Client Relations & Satisfaction
- Team Leadership
- Client Revenue Growth
- Process Development
- PPC Program Management
- Local Search Marketing
- Employee Development

"David is a great SEO specialist and client manager. He's utterly dependable, very knowledgeable and always consistent. Put simply, he delivers results!"

-- VP of Client Services, ABC Search Marketing (via LinkedIn) --

PROFESSIONAL EXPERIENCE

ABC SEARCH MARKETING, Detroit, MI

2019 – Present

Industry leader providing search solutions to many of the world's top brands

SEO Account Manager

Assumed responsibility for 20+ clients who had been neglected due to a perceived lack of growth potential. Designed and implemented successful organic search programs, working closely with clients' marketing teams and/or executive leadership.

Impact: Delivered average annual sales growth of 42% for clients, with some achieving up to 200% increases.

- Established service levels to provide consistent support for all clients. Then, determined which clients had most potential and invested time and energy into those accounts.
- Increased billings from this group of clients by 225% after spending time understanding their business needs and goals, then developing customized strategies and compelling pitches.
- Created SEO program for chain of restaurants that increased bookings 78% in the first 6 months and continued to drive revenue gains over the following 2 years.
- Introduced niche retail client to the potential of content marketing; achieved top 3 Google rankings on 60+ keywords and "long tail" phrases in the first year.
- Launched local search offering in 2011, and signed 10 new clients (a 50% growth in client base) as a result.

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- Cut down on client calls and emails by creating weekly report that summarized program performance, action taken, and upcoming plans. This freed up more time to focus on growing traffic and sales for each client.

INDEPENDENT CONTRACTOR, Chicago, IL

2017 - 2019

SEO / SEM Consultant

Provided expertise to small business owners looking to drive sales increases through search engine optimization and paid search advertising.

- Built business through a combination of referrals, cold calling, and content marketing (writing articles and generating PR in local media).
- Launched first-ever paid search campaign for local accounting firm, increasing lead generation 550% in the first 6 months.
- Overhauled website for financial consulting firm, achieving high search rankings through targeted keywords and new content development.
- Delivered number 1 Google ranking on highly desirable search phrase for hotel chain; earned several new clients through referrals from this organization.

SCOTT & MADISON, New York, NY

2014 – 2017

Junior Associate

Hired to assist three busy account executives servicing multiple corporate clients across various industries. Initially worked only on traditional marketing (primarily print, TV, and radio), but took on digital assignments after the first year, including managing Yahoo and Google PPC campaigns for several clients.

- Contributed to team winning 10 major accounts, totaling +\$10M in billings.
- Reduced SEM costs 73% for healthcare client while improving click-through rate by optimizing existing ads and creating new, highly targeted campaigns.
- Developed first-ever SEM campaign for small web design agency, delivering strong ROI, a 149% increase in leads, and a sizeable boost in sales (exact numbers confidential).

Additional Experience:

- Communications Internship with XYZ Corp in 2011
- Internship with Levi Strauss in 2012
- Freelance assignments throughout college including helping family business to develop/implement its first inbound business strategy, and assisting a friend with the start-up of her successful jewelry business.

EDUCATION & PROFESSIONAL DEVELOPMENT

Bachelor of Arts – Business Administration – Information Systems Management

Wayne State University, Detroit, MI, 2013

Certifications

Inbound, 2013

Design, 2013

Email Marketing, 2013