**(TIMOTHY) ANDREW ODOM**

[andy.odom@icloud.com](mailto:andy.odom@icloud.com) [LinkedIn](https://www.linkedin.com/in/andyodom/) | Dallas / Fort Worth

**SEO MANAGER**

Seasoned search engine optimization (SEO) manager and digital marketing professional with 12+ years of experience. Solid skills, knowledge, and experience in strengthening ROI and driving increased brand awareness through organic search engine optimization and delivering end-to-end SEO strategy, deftly spearheading the vision while also executing content creation, working cross-functionally with design, IT/developers, product marketing, and other experts to maximize traffic and revenue.

PROFESSIONAL EXPERIENCE

**Beyond Marketing**, Fort Mill, SC *(Fully remote company)* **April 2017 – Present**

Digital marketing agency specializing in web design, SEO, and digital advertising

***Head Of SEO***

* Oversee daily operations of Beyond Marketing's SEO department
* Developed new content creation process to streamline collaboration between SEO and content teams
* Manage a team of independent SEO contractors, ensuring they complete their monthly contracted hours for each account
* Assist contractors in identifying account objectives and developing strategies to achieve them
* Review work completed and quarterly reports to ensure objectives are being met
* Represent Beyond Marketing on client calls to discuss accounts as needed
* Coordinate with the Web Development team to provide on-page and technical optimization for websites under development
* Develop department processes and procedures and maintain corresponding documentation and training materials
* Develop and maintain reporting templates and dashboards in Google Data Studio
* Work with clients to ensure accurate implementation and tracking of website data in Google Analytics
* Attend industry conferences and engage in continuing education, including reading and coursework, to stay up to date on industry trends
* Collaborate with other department leads to drive and implement development initiatives

***SEO MANAGER – Freelance*** *(Remote)*

Completely own and manage the agency-client relationship for 5 different clients across diverse industries, developing 2 blog posts per month for each and providing regular reporting communications

* Direct SEO and content marketing strategy, blog content, keyword strategy development, competitive research and analysis, and customer interaction and reporting
* Craft SEO-focused titles, meta descriptions, and URLs, and work with the content team to produce fully optimized content; audit and analyze SEO performance, identify issues and root causes, and develop solutions
* Partner with the digital team and web developers to improve site performance through internal linking, blog content, and landing pages; perform site audits to uncover opportunities and diagnose performance issues
* Train content partners in SEO best practices and provide instruction to content writers on blog article development and identifying new opportunities for improving organic traffic growth
* Own regular reporting communications to customers, providing Google Data Studio reports and full notes on recent performance, measures taken on their behalf, etc
* Use tools like Moz and SEMRush for all keyword research and tracked keyword performance

**Zix**, Dallas, TX **March 2021 – April 2022**

Provider of cloud email security that was acquired by Ontario, Canada company OpenText in November 2021

***DIGITAL MARKETING MANAGER***

Hired to manage digital marketing with a 50/50 split focus between SEO and paid digital advertising (search and social).

Retained post-acquisition to rebuild a long-neglected paid digital strategy (as well as SEO strategy)

* Managed vendor relationships through frequent communication and a focus on their needs and experience; worked closely with vendors like Conductor to track campaign performance and develop new strategies.
* Collaborated with the content team to develop SEO-specific content and address keyword strategy
* Developed and analyzed inbound marketing strategy to drive pipeline growth and maximize conversion points.
* Directed integrated marketing campaigns and promotional activities across a variety of channels
* Oversaw $20,000 advertising and inbound marketing budget to achieve targets; tracked and reported on campaign performance and assessed against goals (ROI and KPIs)
* Executed and tracked A/B testing and conversion optimization across all aspects of marketing; collaborated closely and communicate with other members of the marketing, business development, and sales teams

**Santander Consumer USA**, Dallas, TX **March 2013 – March 2021**

Tech-driven full-service consumer finance company offering vehicle finance and unsecured consumer lending products

***DIRECTOR OF DIGITAL MARKETING***, 2015 – 2021

Promoted to manage all aspects of online marketing efforts for a team of 6. Implemented a comprehensive social media strategy including outbound marketing, customer service initiatives, and HR/recruitment strategies, ensuring a consistent presence across social media, email campaigns, and account management

* Drove a 25% increase in organic traffic and a 42% increase in conversion rate by creating tighter integration between SEO and content marketing strategy
* Propelled $15 Million in additional revenue in 6 months by pioneering the use of paid social ads for the 1st time in company history; spearheaded growth and created a consistent online presence across their website, social media, and paid and unpaid digital advertising
* Saved $150,000 by reducing vendor redundancy
* Designed, created, and implemented brand strategy, including marketing strategies, cohesive cross-channel campaigns, events, digital marketing, and PR to create brand awareness
* Established social media as a key factor in branding through the ongoing development of fresh marketing creative, social media communications, search engine optimizations (SEO), and dispute resolution
* Managed top-tier accounts, developed vendor relationships, and worked collaboratively with key vendors and department specialists to recommend performance improvements

***DIGITAL MARKETING MANAGER***, 2014 – 2015

Promoted to manage main website SEO and inbound marketing programs. Maintained a full understanding of marketing challenges and competitive landscapes for all company products, services, and markets; reviewed and analyzed performance results through a variety of analytical platforms

* Oversaw social media efforts (including community management and paid advertising) and creation of various content initiatives, including blog and video content
* Taught, mentored, and developed team members by supporting the learning process, providing constructive feedback, and regularly discussing progress towards goals with direct reports

***SEO ANALYST***, 2013 – 2014

Managed SEO projects across various sites, brands, and keyword spaces. Led projects optimizing company websites and efforts to manage online reputation

* Collaborated with other teams to produce content and marketing like SEM and social media to support overall company goals; used reporting tools (Google Analytics, Moz) to analyze results and identify new opportunities
* Championed SEO best practices, managed relationships with SEO-related vendors, maintained knowledge of recent SEO trends, and executed SEO strategy for the Director of Digital Marketing and SEO consultant

EDUCATION & SKILLS

**University of North Texas**, Denton, Texas

*BACHELOR OF ARTS (B.A.)*

[*SEMRush Academy Technical SEO Certification*](https://static.semrush.com/academy/certificates/5e3e72fac7/andy-odom_2.pdf)

**Skills**

*SEM*

*Google Analytics (GA4)*

*Google Search Console*

*Search Engine Optimization (SEO)*

*Technical SEO*

*ChatGPT*

*Digital Marketing*

*WordPress*

*SEO Tools*

*Content Creation*

*Content Marketing*

*Keyword Research*

*Market Research*

*Content Development*

*Content Management*