**ANDY ODOM**

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**SEO DIRECTOR**

Seasoned search engine optimization (SEO) manager and content 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 and manage team of 9, ensuring completion of monthly contracted hours for each account.
* Developed new content creation processes to streamline collaboration between SEO and content teams, resulting in 8% drop in project management issues.
* Coordinated with the Web Development team to provide on-page and technical optimization for websites under development, causing one key client to double their organic traffic YoY.
* Continued managing multiple key client accounts leading one client to see a 138% increase in ranking keywords, driving traffic and conversions.

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

Completely own and manage the agency-client relationship for 5 different clients across diverse industries, developing blog content strategy for each and providing regular reporting communications.

* Directed SEO and content marketing strategy, including blog content, keyword strategy development, and competitive research, leading one client to increase ranking keywords by 88% and doubling organic traffic.
* Cross-collaborated with web developers and other teams to improve site performance.
* Performed technical SEO site audits and implemented fixes, directly leading a client to a 5% increase in organic traffic.

**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***

* 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

* After creating tighter integration between SEO and content marketing strategy, drove a 25% increase in organic traffic and a 42% increase in conversion rate
* Propelled $3.8 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**

* *SEO Strategy Development*
* *Content Optimization*
* *Strategic Planning*
* *Technical SEO*
* *Data Analysis (Google Analytics, SEMrush)*
* *Team Leadership*
* *Cross-Functional Collaboration*
* *Process Optimization*
* *Data-Driven Insights & Analytics*