



# John Battaglini

## Senior SEO Strategist

Results-driven SEO professional with 10+ years of experience in helping staff and companies grow through winning digital marketing strategies, project management skills, cross-functional collaboration, and leadership abilities.

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## Areas of Expertise

- Digital Marketing
- SEO Strategy Planning
- Team Leadership
- Google Workspace
- Microsoft Office Suite
- Project Management
- Search Engine Optimization (SEO)
- Google Search Console
- Google Analytics
- Google Optimize A/B Testing
- Copywriting
- E-commerce SEO
- Lead Generation SEO
- HTML/CSS

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## Work Experience

*JULY 2021 – CURRENT*

### Senior SEO Strategist | OuterBox

Oversee numerous ecommerce and lead generation clients across different verticals as well as develop and mentor junior team members while collaborating with all levels across the organization.

- Utilize proven sales and service techniques to build relationships and enhance customer experiences.
- Create and implement SEO strategies and created road maps for accomplishments.
- Identified target markets and assess competition, business trends, and product value.
- Managed websites and online marketing efforts for clients including collaboration with paid search and content marketing teams.
- Assessed strategies used for online marketing campaigns to determine the ROI and venture into new outlets to increase revenue growth.
- Monitor effectiveness of marketing initiatives in terms of traffic and conversions including SEO, SEM, CRM, and CRO to understand and exceed the return on goals.
- Create presentations to convey strategies, results, and goals to both internal and external stakeholders
- Vast knowledge of SEO Tools including Ahrefs, SEMRush, Screaming Frog, Schema, and experience working with platforms such as Shopify, Magento, BigCommerce, WordPress, WooCommerce, and more.

*JANUARY 2021 – JUNE 2021*

### Director of Client Services | OuterBox

Created a new department to improve the client experience, complement SEO Strategists, and scale growth and client retention of the SEO Team.

- Provide leadership and supervision across multiple business opportunities and contracts.

- Develop implementation and client service process methodologies for creating a repeatable and measurable customer delivery infrastructure.
- Responsible for administrative duties including appropriately staffing the department, providing guidance on career development, contributing to development of account managers, and ensuring timely delivery of SEO projects.
- Mentor, supervise, and assist project managers in resolving complex situations, and advising senior management of critical issues and recommendations.

*JANUARY 2020 – DECEMBER 2020*

### **SEO Director | OuterBox**

Develop SEO team members for growth and career advancement while increasing revenue.

- Demonstrated acumen in planning, organizing, and managing in-office and remote staff.
- Worked with staff individually and in a group setting with the intent of developing leaders.
- Cultivated a welcoming and motivating atmosphere
- Managed over 35 direct employees from the initial interview through training, individual growth planning, evaluation, and exit interview.
- Development of company's short term and long-term plans, coordination of tasks execution, following market trends, control of results, active recruiting and interview prospective staff and made hiring decisions.
- Conducting regular research into industry trends to keep abreast of the latest Google updates, search marketing technologies, digital trends, marketing advancements, etc.
- Build trust and maintain positive relationships with internal marketing teams, clients, executive leadership, and vendors.
- Achieve aggressive revenue growth targets by entering new markets with scalable growth opportunities.
- Interview and hire SEO experts to grow existing teams and create new teams.

*NOVEMBER 2018 – DECEMBER 2019*

### **SEO Operations Manager | OuterBox**

Manage and oversee day-to-day activities of SEO department operations including coordinating with other teams while improving operational effectiveness by streamlining SEO work processes and procedures

- Conduct performance reviews, employee conversations, training, and other personnel management.
- Continually assess staffing and training needs including creating a staff schedule that supports client requirements.
- Worked with Internal SEO Team to develop a set of Enterprise-wide SEO Best Practices and Guideline Standards.
- Confident in communicating with every level of the organization including senior leadership and be prepared to justify SEO operations strategy and execution plans.
- Established vision and master plan for strategy planning, hours tracking, and training.

*JULY 2018 – NOVEMBER 2018*

### **Mobility Sales | AT&T**

Utilize proven sales and service techniques to build relationships and enhance customer experiences

- Identify sales and retention opportunities and present an integrated personalized solution
- Interact proficiently with a variety of online systems to problem solve

*MAY 2014 – NOVEMBER 2018*

### **Founder | My Valley Marketing (self-employed)**

I established a highly competitive digital marketing agency specializing in lead generation as a freelancer.

- Designed, developed, and optimized over 4,000 web pages that generated 154,000+ phone calls in 12 months with an overall 18% conversion rate
- Managed over 400 web projects including PHP, HTML, CSS development on WordPress Themes & Plugins

OCTOBER 2014 – AUGUST 2015

**Account Executive | Yellow Pages (YP)**

Created relationships with local business owners and increased account base by 27%

- Implement and managed over 55 different marketing programs using digital marketing and advertising.
- Increased revenue by \$78,000 by selling search engine marketing programs including Google Ads

SEPTEMBER 2000 – MARCH 2014

**Supervisor | Verizon Wireless**

Customer Financial Services Retention Supervisor (2009 to 2014), Business Collections Supervisor (2006 – 2009), Retail Store Manager (2004 – 2006), Retail Sales Consultant (2000 to 2004)

- Managed teams up to 20 full time employees in call center and retail environments. Outcome: helped develop and mentor 5 individuals for promotions into leadership positions.
- 40% increase in custom satisfaction by utilizing Net Promoter Score and Voice of the Customer reports

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**Education**

2006

**Bachelor's Degree in Communications Management | Jones International University, Centennial, CO**

1998

**Associate Degree in Business Travel & Tourism | Pittsburgh Technical Institute, Pittsburgh, PA**