

## Evan Boose

SEO AND GROWTH MARKETING STRATEGIST

SPECIALIZING IN SEO, PAID SEARCH, AND DATA-DRIVEN TACTICS

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### EXPERIENCE

#### SEO SPECIALIST CONSULTANT | *ATOMIC REVENUE* | *REMOTE*

12/2024 - Present

- Developed and executed growth-focused SEO strategies for B2B clients, driving 10-15% month-over-month revenue gains and boosting conversion rates through targeted optimizations.
- Built AI and Python powered automation to streamline reporting and scale content updates, accelerating insights and freeing up resources for high-impact work.
- Conducted technical audits using Screaming Frog and other tools to resolve crawl, linking, and duplication issues, leading to a 10% lift in organic traffic.
- Aligned SEO and paid media efforts to create unified keyword strategies and conversion-focused landing pages that performed across channels.
- Delivered clear, data-backed SEO roadmaps to clients, translating complex technical findings into actionable steps for national and local implementation.

**SKILLS:** AI-Powered SEO Automation, Technical SEO, Content Strategy, CRO, A/B Testing, Looker Studio, Technical Audits, On-Page Optimization

#### ASSOCIATE PROGRAM MANAGER, SEO | *RECREATIONAL EQUIPMENT INC (REI)* | *REMOTE*

05/2022– 12/2024

- Lead the implementation of a comprehensive local SEO strategy, contributing to over \$200 million in annual organic revenue.
- Identified high-impact SEO and CRO opportunities in navigation and category optimization, resulting in an additional \$1.1 million in revenue.
- Collaborated closely with PPC teams to develop integrated paid search and SEO strategies that maximized search engine visibility and conversion performance.
- Developed cross-channel performance reports analyzing paid and organic search efforts to refine growth strategies.
- Designed and presented SEO growth roadmaps to executives, influencing high-impact business decisions.
- Developed and maintained advanced SEO performance dashboards and reports, ensuring clear visibility of key metrics and ROI.
- Partnered cross-functionally with marketing, product, and web development teams to integrate SEO best practices across new launches and campaigns, enhancing organic search visibility.

**SKILLS:** Schema Markup, SEO Forecasting, Content Strategy, Stakeholder Communication,, Content Clustering, E-Commerce SEO, Off-Page SEO

#### SENIOR SEO ANALYST | *BED BATH & BEYOND (BB&B)* | *REMOTE*

11/2020 –05/2022

- Boosted buybuyBABY's organic traffic by 17% and revenue by 10% YoY through strategic taxonomy updates, content optimization, and internal linking improvements.
- Served as interim SEO department manager for five months, reporting directly to the VP and leading the team during a leadership transition.
- Directed and reviewed SEO Coordinator tasks, ensuring alignment with overall strategy and performance goals.
- Orchestrated and executed a comprehensive SEO content strategy for both the U.S. and Canada BB&B and buybuyBABY e-commerce platforms.

**SKILLS:** Website Architecture, SEO Audits, SEO Copywriting, International SEO, Link Building, Page Speed Optimization, Taxonomy Optimization

#### SEO MANAGER | *BUILD-A-BEAR WORKSHOP (BBW)* | *ST. LOUIS, MO*

11//2018 – 11/2020

- Promoted from Growth Marketing & SEO Analyst to SEO Manager, expanding oversight from SEO to leading a cross-functional team and agency collaboration.
- Expanded role to manage both paid and organic search strategies, achieving over 100% growth in paid social traffic for U.S. and U.K. markets and a 34% increase in orders through targeted optimizations.
- Increased natural search traffic by 20% and boosted order conversions from organic traffic by 23% YoY.
- Manage budget allocations for paid social and PPC campaigns to ensure efficient spend and strong return on investment.
- Reported directly to the CMO, delivering strategic insights on SEO performance, project timelines, and forecasting.
- Facilitated interdepartmental alignment for SEO-integrated product launches, landing pages, and project milestones.
- Created internal documentation to streamline SEO, copywriting, and paid media processes, enhancing team efficiency and clarity.

**SKILLS:** Robots.txt Management, Content Gap Analysis, Budget Creation and Management, Redirect Management, Audience Targeting, Paid Social

**CERTIFICATIONS:** Google Analytics | Google Ads | Amazon Sponsored Ads | HubSpot Content Strategy | Blue Array Technical SEO

**SOFTWARE & TOOLS:** Adobe Omniture, Ahrefs, Bing Webmaster Tools, Botify, BrightEdge, BrightLocal, ChatGPT / AI, Google AdWords, Google Analytics, Google Business Profiles, Google Tag Manager, HubSpot, JIRA, Salesforce, Screaming Frog, SEMRush, WordPress.

### EDUCATION

#### BACHELOR OF SCIENCE IN MASS COMMUNICATIONS

KANSAS STATE UNIVERSITY | MANHATTAN, KS