

Grant Ty Garfield

OBJECTIVE

I am seeking a full time position within a dynamic, growth-oriented organization to best utilize my SEO experience and skillset.

PROFESSIONAL EXPERIENCE

SEO Strategist 360i

2018
Atlanta, GA

Led a team of SEO Analysts consulting enterprise-level clients in efforts to expand and improve SEO efficacy and digital footprints those clients.

Achievements

- *Developed three-pronged approach unifying 5 child level brands under patent company branding and digital marketing initiatives; improving bounce rate from 67% to 32%.*
- *Facilitated client's launch of new site and CMS advising on conversion practice, content creation, and post launch optimization of individual channels.*
- *Initiated the audit and subsequent metadata refresh of over 400 PLPs improving CTR from below .86 to 4.25 within 3 months.*

SEO Strategist (Contract) Nordstrom

2017 – 2018
Seattle, WA

Hired to manage redirects and canonicals within the organization's CMS, my responsibilities soon expanded to include the on-boarding and implementation of a new SEO platform, Conductor, as well as acting as SEO Ambassador to the Site Merchandising Team.

Achievements

- Expanded and categorized keywords from BrightEdge to Conductor, from 15,000 to over 28,000. Improved visibility to facilitate data needs from C-level leadership down to individual contributor.
- Implemented a monitoring protocol for meta data optimizations providing greater transparency of SEO quantitative data and whitespace opportunities.
- Performed SEO evaluation of site-wide video program including optimizations to boost conversion by 1.5% (estimated \$5,000,000 increase.)

Account Manager/SEO Strategist Marketeering Group

2015 – 2017
Seattle, WA

I was responsible for the development and execution of digital marketing strategy for 33 clients. I managed a cross functional team of 5 including: Social Media, Content Creation, and Website Development.

Achievements

- Introduced a cross-functional pod/team system to the company improving inter-company communication and reducing implementation response time by 25%.
- Solicited the best performance from team members through brainstorming and strategy sessions. Lowering training time by 3 weeks while improving team cohesion.

Grant Ty Garfield

- Lead client interface and meetings including progress reviews for 33 clients.
- Increased SERP ranking across client base by 3 positions – in many instances bringing the SERP from page 2 to above the fold on page 1.

Account Manager/SEO Strategist
Agile Impact Group

2014—2015
Seattle, WA

I managed the daily operation of reputation management for 8 clients. This included the creation of a cross functional team including social media management, content creation, and website management.

Achievements

- Outranked client's primary negative search result with managed content supported by social media initiatives for 6 months
- Developed creative solution for promoting client's presence on overseas news segments through YouTube videos and transcription.

Communications Manager
Brown Paper Tickets

2009 — 2011
Seattle, WA

Responsible for creating and maintaining ongoing communications between departments at Brown Paper Tickets. Promoted from PR / Marketing Role.

Achievements

- Wrote legal guidelines for employee blog
- Launched/managed Employee Newsletter
- Developed Emergency Communications Plan
- Designed/wrote Human Resource Manual in collaboration with HR Director and Legal Department
- Collaborated with CEO and HR Director to write/design the Employee Benefits Manual.

Marketing Associate, Sales Desk, (Contract)
Microsoft Corporation,

2009
Redmond, WA

Responsible for researching and producing internal/client-facing PowerPoint presentations and documentation for the National and Global Sales Teams.

Achievements

- Participated in the launch of annual forecast planning project.

Advertising Executive
ColorsNW Magazine

2007 — 2008
Seattle, WA

Achievements

- Acquired 3 issue publishing contract with AT&T during first sales cycle.
- Prospected and qualified a sales pipeline of over 700 contacts.
- Facilitated and marketed "Jobtini" diversity recruitment events.

Grant Ty Garfield

Advertising Executive
Media Inc. Magazine

2006 — 2007
Seattle, WA

Achievements

- Generated \$250,000 in sales in first year.
- Led development/implementing "Green Marketing" issue increasing sales 15% over prior year.
- Initiated 7 successful advertorial (advertiser writes own copy) sales programs.
- Created "Make-up Artist" center, selling out ad space in one day.
- Designed 4 guest columns for "Market Research Spotlight", increasing issue's ad revenues by 10%.
- Identified new verticals for advertising channels and developed key accounts for them.

Marketing Coordinator
Titan Worldwide

2004 - 2006
Seattle, WA

Achievements

- Customized marketing collateral/presentations to assist in generating \$8 Million in annual revenues.
- Received "Vice President's Club" award for project management of corporate networking events.
- Saved \$35,000 by developing demographic modeling system in-house.
- Financed corporate events using Biz-Exchange Barter Script, saving \$10,000.
- Wrote/published press releases and articles in Marketing, Media Inc., and Ad Week.
- Created game board competition to motivate sales team to increase 3rd quarter revenue.
- Launched marketing analysis/mapping tool that included Arbitron/Scarborough consumer behavior data.
- Developed/participated in client presentations with National Account Manager and VP of Sales.

International Accounting Executive
Airborne Express Inc.,

1998 — 2002
Seattle, WA

Achievements

- Reconciled Danish accounts resulting in \$2M receivable to Airborne
- Received "I Made It Happen" award in recognition of teamwork.
- Created archive on shared drive reducing processing time on account reconciliation.

Grant Ty Garfield

ADDITIONAL PROFESSIONAL EXPERIENCE

Editor-in-Chief for Campus Publications *2003 - 2005*
University of Washington/Shoreline Community College *Seattle, WA*

Responsible for managing the staffing, editing, production, and distribution of campus publications including leading collaborative efforts of 4 section editors and 16 contributing writers while meeting publishing deadlines.

Lifelong AIDS Alliance *2002*
Development Assistant (Contract) *Seattle, WA*
Responsible for prospecting and overseeing 50 corporate walk teams.

Achievements

- Met financial goal of \$25,000 in cash and in-kind donations.

Assistant Project Manager (Intern) *2001 - 2002*
NeoRx Corporation *Seattle, WA*

Assisted the VP of Finance and Director of Accounting with key accounting projects.

Achievements

- Reconciled GL Coding with ISO 9000 standards, securing \$500,000 in government funding.

EDUCATION

University of Washington *Graduated 2005*
Bachelors of Arts
Media Communications: Journalism

SEO CORE CAPABILITIES

Content Creation/Optimization	Meta Data Analysis	Social Audience Analysis
Impression Tracking	Online Brand Strategy	Social Campaigns
Page Speed Analysis	Implementation	Social Media Listening
Keyword Research	Reputation Mitigation	Video Management
Meta Tags and Titles	Link Equity Analysis	SEO Analysis

SEO SOFTWARE/TOOLS

Screaming Frog	ahrefs	SEM Rush
Google Analytics	Adobe Analytics	Keyword Planner
Google Search Console	Buffer	Wordpress
Yext	Twitonomy	YouTube Optimization
Conductor	BrightEdge	Botify