

Keith Schilling

Senior Digital Marketing Consultant & Enterprise SEO Strategist at IBM

info@ontopresults.com

Summary

Digital Marketing Consultant with broad experience in all aspects of online marketing.

Love to strategize about technical SEO opportunities, how to increase the conversion rate of visitors via pay per click advertising, and landing page optimization.

Experience

Enterprise SEO Manager at IBM

February 2015 - Present

As part of the IBM Digital Performance Marketing Group, responsibilities include but not limited to:

#####

Lead SEO strategy, planning, execution, optimization, and measurement/reporting for specific IBM Business Units such as IOT, IOT Blockchain, Watson Health, Watson AI, MobileFirst, and others.

Perform technical SEO Audits - Provide in-depth analysis of on page factors that effect rankings with the search engines. Perform CMS audits for indexing issues, such as 301 redirects and multi-hops, canonicalization issues, javascript issues, and more.

Keyword Research - Extensive analysis and research on topical & semantic keywords related to specific business units within IBM to improve visibility within the SERPS.

Mobile Readiness - Provide recommendations on mobile readiness and speed load times through tools such as Google PageSpeed Insights, gtmetrix.com, and Pingdom.

Tracking Analysis - Track, measure, and report results of all digital marketing initiatives, against assigned KPIs

Off Page Optimization - Conduct research and provide strategies on off page optimization techniques for content outreach programs.

Competitive Analysis - Conduct research on competitors to analyze and report on their digital marketing strategies for SEO, PPC, and Social.

Digital Marketing - SEO Strategist - Contract Position at Wells Fargo

August 2013 - January 2015 (1 year 6 months)

Responsible for the overall SEO strategy for each line of business within Wells Fargo. Educated and provided each business unit with key performance indicators for new projects to gauge success.

#####

- # Proven ability to synthesize data/results, identify trends/key findings and present innovative integrated SEO recommendations to the line of business
- # Track, analyze, and report on on-going SEO projects with multiple business units: Student Loans, Banking, Blockchain, Mortgages, and more.
- # Handled 9,000+ locations within Google Local for banking and ATM locations and helped establish local SEO strategy
- # Conducted full on page SEO tasks, such as: Keyword Research, Phrase to URL Alignment
- # Competitive Backlink Analysis and 'go-Forward' Strategy, Internal Linking Strategy consultation
- # Led, negotiate and manage strategic relationships with partners and vendors.
- # Enforced SLA's and defined long term strategic direction.
- # Extensive use of enterprise software used for backlink analysis and SERP rank tracking
- # Manage campaign strategy and execution while achieving key performance metric goals

Digital Marketing Multichannel Consultant at TalentBridge

July 2012 - July 2013 (1 year 1 month)

Contract Position

Talent Bridge is a leading staffing agency in Charlotte, NC. Implemented multi-channel growth strategy to leverage social media, email, SEO, SEM, and Paid media campaigns.

#####

- # Responsible for increasing organic search traffic by 34% year over year growth (2017).
- # Redesigned the website using WordPress.
- # Built first web application for mobile application submission. Increased mobile conversions.
- # Implemented a social media strategy and content marketing strategy to increase brand awareness using Facebook, Twitter, and LinkedIn.
- # Oversaw integration of ATS system into the existing web application
- # Implemented pay per click advertising campaign via Google Adwords (Display Advertising) for both brand awareness and candidate submissions.
- # Utilized multiple software tools such as: Constant Contact, Hootsuite, Google Analytics - Webmaster Tools - Adwords, Facebook Insights (for reporting).

Digital Marketing Consultant at Creative Behavior

January 2004 - 2013 (10 years)

Creative Behavior, is solely owned and operated by Keith Schilling. I provide contract services to clients either on a full time basis, monthly retainer, or hourly fee.

#####

- Create and Manage Pay Per Click Campaigns (Display & Search) - Managed A/B testing across multiple internet marketing channels such as: landing pages and on-page copy.
- Measure and Analyze internet marketing data from using multiple tools such as Google Analytics, AHREFS, SEMrush, Majestic SEO, and others.

Search Engine Optimization - Responsible for driving organic search results for lead generation on client sites. On page optimization and off page optimization strategies are utilized to achieve maximum online visibility.

Experienced integrating Google+ Local for businesses and Google Authorship to drive higher CTR in natural search results.

Experienced in ORM (online reputation management) by driving down negative results in natural search through various techniques.

Areas of knowledge include:

- HTML - (Dreamweaver)
- Magento eCommerce, WordPress, Joomla, Drupal (CMS Systems)
- MySQL (PHPMyAdmin Interface)
- Google Analytics Analysis
- Fluent in A/B Ecommerce Testing Strategies
- Analyze Conversion Tracking through Google Analytics
- Organic Search Engine Optimization
- Social Media Marketing

Industries served:

Medical & Health - B2C

Retail & Fashion - B2C

Staffing & Temp Agency - B2C

Web Marketing Specialist at SonaCare Medical, LLC (formerly US HIFU)

May 2007 - May 2009 (2 years 1 month)

Responsibilities included creating and executing an online marketing strategy to increase USHIFU's web properties through natural search and through pay per click advertising for increased visibility and lead generation.

Oversaw and managed a \$650k PPC ad spend campaign that focused on a/b testing strategy and conversion analysis. PPC platforms used were Google Adwords, Yahoo Search Marketing (now Bing Ads).

Setup a web portal specific to USHIFU's physicians for training and education. Web platforms used were Ektron, Joomla, and WordPress.

Director of Search Engine Marketing Services

July 2006 - March 2007 (9 months)

Responsibilities as Director of Search Engine Marketing include:

- Creating corporate and functional business objectives into strategic and tactical marketing initiatives.

- Evaluate current effectiveness of all online marketing programs, draw conclusions and develop recommendations based on those results.
- Led and motivate offshore project teams to achieve top performance while reducing corporate expenses.
- Analyze ranking data provided by top software firms such as WebPosition 4 and WebCEO on rankings.
- Optimization of current client sites for on page and off page optimization.

Education

Methodist College

BS, Business, August 1993 - June 1997

Keith Schilling

Senior Digital Marketing Consultant & Enterprise SEO Strategist at IBM

info@ontopresults.com



[Contact Keith on LinkedIn](#)