

# CALVIN CARTER

303.946.0277

[Carter.calvin22@gmail.com](mailto:Carter.calvin22@gmail.com)

8901 Field St. #79 Westminster, CO 80021

## QUALIFICATIONS SUMMARY

- ◆ Certified by SEN in Advanced SEO, Local Search, and Advanced Local Search. Blue Array Academy in Technical SEO and Tim Critchlow SEO MBA.
- ◆ Certified in Google Analytics.
- ◆ Expert in WordPress (CMS) able to customize HTML, CSS, UI/UX, and implement AMP.
- ◆ Expert with Adobe Creative Suite products (including Illustrator, InDesign, Dreamweaver, and Photoshop), video editing software (Windows Movie Maker, Cyber Link Power Director 10), and Microsoft Office Suite (including Word, Publisher, Excel, PowerPoint, Access, and Outlook).
- ◆ Extensive portfolio including; websites, videos, flyers, social media posts, public service announcements, brochures, newsletters, theater advertisements and news releases written in Associated Press (AP) style found at [Calvindcarter.com](http://Calvindcarter.com)

## EXPERIENCE

Inflow- Denver, CO  
April 2021 -Present

### SEO Strategist

#### Significant Accomplishments

- Implemented a blog subdomain redirect that led to a 362% increase in organic clicks and a 421% increase in organic traffic on a client ecommerce website.
- Improving company thought leadership with posts including seo strategies, website audits, internal linking audits, strategies and case studies.
- Serve as the lead strategist for large e-commerce websites
- Collaborate with Sr. SEO Strategists to assist with execution of SEO deliverables
- Perform keyword research and competitive analysis
- Understand and implement technical SEO audits and changes
- Execute on-page optimizations
- Assemble content briefs for optimizing new or existing content
- Implement changes in content management systems (CMS) like Shopify or Wordpress
- Manage content production by planning content calendars, managing writers (or collaborating with content writing teams), and supporting them on SEO
- Devise and execute methods to track, report, analyze, and improve SEO performance
- Collaborate with developers and product teams to implement necessary features and changes
- Present and communicate SEO strategies and projects to clients and/or internal stakeholders
- Keep up-to-date with latest SEO trends, strategies, and algorithm changes

Regis University- Denver, CO  
January 2020-July 2020

### SEO Manager

#### Significant Accomplishments

- Implemented SEO plan for new website launch including keyword research, on-page, off-site, technical performance, and backlink building.
- Optimized new website architecture, URLs, and navigation for improved crawling and UX for successful launch.
- Improved Google Analytics setup to better track organic and paid channels while removing unused parameters for cleaner data.

- Built digital marketing and leads dashboard for daily tracking of progress towards weekly and monthly goals that updates automatically using Google Data Studio.
- Deliver frequent and thoughtful perspective on insights and trends to Admissions Marketing team and advertising agency, collaborating on strategies to overcome or maximize trends.
- Provide insight into quality of leads by program after entering the CRM back to the advertising agency, by program, to help inform marketing activity such as campaign flighting and budget allocation
- Serve as administrator for university owned paid ad platforms and provide continuous oversight for campaigns managed by vendor partners.
- Conducted comprehensive SEO audits, examining on-page and off-page areas, such as schema markup, keyword gaps, internal linking, conversion optimization, analytics setup, indexation, off-site reputation, broken backlinks and more.
- Work with Admissions Marketing staff and advertising agency to apply SEO-driven enhancements to lead generation landing pages.
- Collaborate with University Marketing & Communications department to implement page specific and site-wide search engine optimization.
- Use SEO performance software to ascertain site health and implement SEO best practices.
- Execute tests, collect and analyze data and results, identify trends and insights in order to achieve maximum ROI on organic search campaigns.
- Drive continued innovations, constantly investigate new SEO best practices, platforms and strategies.
- Work closely with the content team to provide additional insight from an SEO perspective for content calendars, social posts, blogs, etc.

Prospecta Marketing - Littleton, CO  
September 2016-January 2020

### **SEO Specialist**

#### **Significant Accomplishments**

- Increased rankings to top 3 rankings for more than 300 websites using over 500 keywords on average.
- Completed full-SEO on over 100 websites including; Keyword Research, On-page SEO (meta title and description, keyword density, alt tags, etc.), Technical SEO (Schema, XML sitemaps, robots.txt, image compression, etc.) and off-site SEO (Google Search Console, Bing Webmaster Tools, NAP Consistency, Link building, etc.).
- Provided keyword research in accordance with client business objectives to optimize existing content and discover more keyword opportunities.
- Conducted complete SEO analysis providing recommendations for improvements to structure of websites and web pages, site speed, and mobile friendliness.
- Optimized content to generate rich snippets and knowledge boxes in coordination with general and keyword specific SEO goals.
- Support and assist in the creation of marketing content to used for social media purposes (Face Book ads, conference presentations, client case studies and blog posts).
- Created link building strategies based on client's organic connections and fostering new opportunities through competitive analysis.
- Monitored weighted visibility for all client's websites and organized by search engine, keyword, and mobile.
- Researched and disavowed spam backlinks using Google's Disavow Tool.

#### **EDUCATION**

EMPORIA STATE UNIVERSITY- EMPORIA, KS

**Bachelor of Fine Arts: Communication with an emphasis in Public Relations** *Graduated August 2009*