

DAINE DVORAK

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Director of SEO, SEO Manager, SEO Supervisor, Senior SEO Strategist, Technical SEO Expert, Process Automation Expert, LLM Prompting Specialists

With over 10 years in SEO and a knack for propelling organic growth, I bring a blend of expertise and continuous learning to every challenge. My tenure includes significant roles in the enterprise sector and 5+ years of management, where I've nurtured talent, leading 5 direct reports to advance within 1.5 years. I excel in driving visibility and revenue, notably increasing SEO profits by \$200k through innovative strategies and deep analytical insight. My approach combines advanced tools and automation with a keen eye for industry trends, ensuring standout results and dynamic leadership in marketing evolution.

WORK EXPERIENCE

SEO Supervisor | Full-time | 02/2022 - 01/2024

Woodruff | 02/2022 - 01/2024

Full Service Digital Media Marketing Agency

- » Led a cross-functional team in enhancing user experience, driving organic search rankings higher, and growing SEO revenue by \$200,000 over 1.7 years through the strategic launch of new services and refining existing processes.
- » Transformed operations, gaining 27.5 hrs by developing a knowledge base of 50+ SEO SOPs for high-quality output consistency and performance.
- » Elevated SEO Department efficiency by 30% through spearheading workshops on SEO best practices, cutting-edge tools, and prompt engineering techniques, enhancing team productivity significantly.
- » Achieved 43% rise in impressions, improved unbranded keyword rankings, and increased organic traffic and influx of traffic across all channels with advanced schema markup and AI-assisted custom model.
- » Implemented data-driven SEO campaigns, resulting in a 30% increase in organic performance and 15% net gains in execution through automation across 30+ websites.
- » Conducted comprehensive site audits, recommended changes to website structure and content, and improved SEO positions by 30% for target keywords.
- » Increased client website performance by 40% through expert optimization of server optimizations & CDN configurations. Resulting in higher search engine rankings & more traffic across 10 domains.
- » Engineered Reports And Dashboards for internal and client KPI analysis, optimizing post-click data for strategic effectiveness.
- » Streamlined SEO performance by executing detailed site audits to identify on-page, off-page, and technical enhancements, achieving a 30% boost in rankings for over 1,000 keywords.

Senior Search Engine Optimization Specialists |

SKILLS

Ability To Prioritize, Prioritization, Adaptability to Changing Environments, Advertising Techniques, Amazon Elastic Compute Cloud, Amazon Web Services, Analytical Thinking, Artificial Intelligence, Business Performance, Business Planning, Campaign Management, Commitment to Quality and Excellence, Committed to Continuous Learning, Company Culture and Team Player, Competitor Analysis, Complex Problems Solver, Conflict Resolution, Content Analytics, Content Distribution Network Configuration, Content Optimization, Content Marketing, Copy Editing, Cost Savings Initiative, Creative Thinking, Critical Thinking, Customer Portal, Customer Relationship Management, Customer Service, Data Analysis, Data Collection, Data Driven, Data Sharing, Data Transformation,

Full-time | 06/2019 – 11/2021

Intouch Solutions (New name: "Eversana Intouch") | 06/2019 – 11/2021

Pharmaceutical Marketing Agency

- » Enhanced team efficiency by developing over 12 templates, yielding a 45% increase in time savings and enabling a focus on more strategic initiatives.
- » Formulated and implemented a robust link-building strategy, initiating campaigns and refining internal processes that led to an 11% uplift in conversion rates and a 15% surge in backlinks across over 15 websites.
- » Increased organic performance on 40+ websites by 25% through in-depth keyword research and competitive analysis, resulting in higher website traffic and conversions.
- » Improved site-wide performance metrics by 30% through monthly technical audits and gap analysis, providing vital insights for client presentation.
- » Collected and analyzed data to improve strategies for increased page visits and organic growth which lead to me building, implementing, and iterating effective SEO strategies.
- » Identified and exploited SEO opportunities through competitor analysis, boosting site traffic by an average of 33% on 40+ websites.
- » Reviewed and optimized client sites to improve keyword targeting URL strategies, website architecture, and content.
- » Implemented data-driven SEO strategies to dominate the market and launch disease awareness websites, outranking WebMD and Mayo Clinic on launch.
- » Analyzed and audited client websites to address performance issues and solve to meet Google's "Page Experience" algo ranking factor and make better user experience.
- » Optimized 30 websites for SEO, resulting in a 28% increase in PPC conversions and keyword rankings, driving business growth.
- » Managed contracted employees to ensure the timely completion of projects and the quality of deliverables to meet expectations.

Owner | 01/2012 – Present

JETTLIFE Tech | 01/2012 – Present

JETTLIFE Tech is a dynamic freelance company specializing in full-service digital media marketing solutions.

- » Revamped A/B testing methods resulting in a 15% increase in website and social media performance for clients.
- » Implemented online portal for clients to access all account details and services, resulting in 40% increase in efficiency and 35% decrease in customer service inquiries.
- » Managed vendors and external contributors for projects.
- » Track hours and expenses for each project, providing detailed breakdowns for client through a custom client portal I developed.
- » Submit and present curated professional proposals and project scopes to potential clients.

Decisiveness, Delegation, Dependable and Responsible, Develop And Execute , Digital Analytics, Digital Media, eCommerce Management, Expert Analysis of Data, User Trends, and more., Financial Management, Forms, Fully Remote Working for the last 4 years successfully, Gap Analysis, Google Cloud Platform, High Quality Content, HubSpot Software, Innovation, Key Performance Indicator, Keyword Research, Link Building, Machine Learning, Management, Market Analysis, Marketing Campaigns, Marketing Content, Marketing Effectiveness, Marketing Initiatives, Marketing Planning, Market Research, Meets Deadlines, Microsoft Excel, Microsoft Word, Outlook, etc., Microsoft Office Expert, Multitasking, Node.JS, Office Automation, Onboarding, Online Presence Management, Online Tutoring, Operational Analytics, Operational Efficiency, Organic Growth, Organic Search Marketing, Paid Advertising, Paid Search Marketing, Pay Per Click, Performance Improvement, Performance Metric, Performance Tuning, PHP, Planning Process, Presentation, Process Analysis, Process Improvement, Product Development, Productivity, Project Management, Quality Control, Quantitative Skills, Reporting Tools, Revenue Generation,

- » Proofread, edited, and evaluated final asset copy to verify content aligned organic performance standard operating procedures and aligns to meet clients KPI's requirements.
- » Developed custom graphic images, short product or service promotional videos, developed AMP landing pages, WordPress websites, and more for paid ads/boosted posts, across all social media channels and Google Ads.
- » Always include detailed analytic data collection to help prove KPI was achieved and use the data to iterate on the overall strategy depending on its success.
- » Implemented SEO tactics and best practices resulting in a 25% increase in organic traffic and a 20% increase in conversions for assigned clients.
- » Provided reliable client services by maintaining network, systems, and data integrity through preventative maintenance and upgrades.
- » Automated comprehensive competitor analyzes to monitor and assess competitor strategies in ad placements, keyword utilization, bidding strategies, and landing page effectiveness to feed into my campaign KPI and aligned to strategies
- » Successfully optimized a WordPress website on AWS Cloud, resulting in a 70% decrease in load time and 30% cost savings.
- » Always iterate my proprietary marking strategies based on campaign data outcomes to increase their effectiveness as applicable to other industries.
- » Aligned freelance team and increased inter-team communication and data sharing through custom client portal I developed.
- » In 90 days, implemented strategic tactics and best practices for assigned clients, resulting in a 25% increase in organic search traffic and a 15% increase in website conversions.
- » I am the key point of contact for all client relationships, tasked with keeping them up to date with project progress, consulting on opportunities we uncover, and more from beginning to end of any client relationship.
- » Always align with clients on a specific performance metric that will be the performance indicator to define success for the project's work. This would include integrated reporting through the project's dashboard.
- » Built customer loyalty through diligent project monitoring and engagement.
- » Mastered branding and messaging for 30+ businesses. Crafted consistent messaging across all websites, resulting in a 20% increase in click-through rates and a 15% growth in overall site performance.
- » Detailed client reports on hours/expenses through a bespoke custom client portal allowing for detailed analysis post-project.

Scalable & Automated Technical Audit (Case Study on my website), Scripting Language, Search Engine Marketing, Search Engine Optimization, Search Engine Optimization Analysis, Search Engine Optimization Strategy, Self-Motivated, SEMrush, Server Optimization, Social Media Marketing, Software Development, Standard Operating Procedure, Statistics, Strategic Planning, Strategy Development, Task Automation, Team Building, Technical Aspects, Technical Development, Time Management, Verbal Communication Skills, Video Editing, Visual Basic for Applications, Web Development, Website Architecture

Process and Automation:

Business Process Improvement, Data Collection from AHrefs & SEMRush & Moz, Data Collection from AHrefs & SEMRush & Moz, Optimization Opportunities, Optimization Opportunities, Process Automation Skills, Prompt Engineering Guru, QA Analysis Automation Skills, Redirect Management and Bulk QA Automation Expertise, Test Automation, Workflow Optimization

Search Engine Optimization Specialists – Freelancer |

Part-time | 01/2017 – 05/2019

NOCIX | 01/2017 – 05/2019

Formally known as "DataShack", Nocix is an affordable VPS and

dedicated server provider based in Kansas City, MO.

- » Improved organic performance campaign strategy using GA4, Schema Markup, and data analysis, resulting in 20% increase in website traffic.
- » Produced and submitted weekly reports outlining progress against KPI objectives.
- » Developed PPC ads for a range of social media platforms, achieving an average of 5:1 return of ad spends in sales.
- » Boosted campaign KPI by 20% through automated competitor analysis of ad placements, keywords, bidding, and landing pages.
- » Built, implemented, and updated effective SEO strategies based on post-click performance
- » Developed and managed Google Ads campaigns with a budget of \$25k/mo. with an average conversion rate of 38%.
- » Maximized strategic approaches by monitoring performance closely and making appropriate adjustments.

Digital Marketing Director | Full-time | 08/2016 - 05/2019

Pro-Tow Auto Transport And Towing | 08/2016 - 05/2019

Nationwide vehicle transport & local towing service

- » Responsible for managing 3 brands' online presence - LIFTnLOCK, LLC. | Problem Parker, LLC. | Pro-Tow Auto Towing & Transport, LLC.
- » Created branding standard guidelines for the 3 businesses & created all digital media marketing assets. From website design, development, and production deployment - with AMP version as well, to the copy on every page.
- » Developed & managed digital marketing strategies for website, social media page, and digital billboard signage.
- » Built, implemented, and iterated effective SEO strategies for all three businesses based on post-click performance.
- » Directed successful SEM campaigns that targeted local user search behavior, increasing brand awareness.
- » Analyzed competitor ads, keywords, bids, and pages for strategic insights and trends to refine my marketing strategies.
- » Leveraged heatmaps to optimize the towing website UX, resulting in a ~20% increase in conversions and improved user experience.
- » Established successful local partnerships, driving exclusive promotions that generated an average of \$30K in service sales per campaign.
- » Increased revenue of LIFTnLOCK by 89% through effective marketing and a new website I developed.
- » Achieved 30% increase in conversions for client by effectively managing \$10,000 monthly Google Ads budget.

Director of SEO:

Audience Targeting, Branding, Company Growth, Creating And Executing SEO Campaigns, Develop And Implement Measurable Strategies, Fast Growing, HTML, HubSpot, Interpersonal Skills, LinkedIn, Manage A Team, Marketing Budget Management, Paid Search, Passion For Quality Work, People Management, Personal growth & Team Growth Critical, Problem Solving, ROI, SEM Campaigns, Spreadsheets Expert (Google Sheets or Excel)

VOLUNTEERING & LEADERSHIP

Woodruff & Intouch Solutions | 02/2022 - 01/2024

Leadership | Kansas City, MO

In my previous two roles, I successfully cultivated an environment that promoted professional development, resulting in all five of my direct reports advancing to higher-level positions within a span of 1 to 1.5 years. Additionally, I spearheaded the development of a specialized in-house program to train digital ADA compliance experts, further enhancing our team's capabilities and ensuring adherence to accessibility standards.

PROJECTS

AI Ambassador Team | 02/2023 - 01/2024

Woodruff

While working at Woodruff I was given the opportunity to join the AI Ambassador Team, the team's goals were simple:

1. Testing a massive list of AI bots, LLMs, etc. with the purpose of finding out if they can help achieve our key business goals for our clients, our own organization, and if these tools can help bring high value to our work.
2. I identified several ways to include AI into my current client deliverables, examples include: Monthly Reporting, automated from taking 1hr to gather data to less than 5 minutes. Allow the team member to report on the data by analyzing trends.
3. This also helped increase the employees communication skills and presentation skills as it became a requirement to create a "opportunities to achieve business goals"

Expert Skills - Over 7+ years of experience (Applicable To All Jobs):

A/B Experiments, agency experience, Analyze Data, Attention To Detail, B2B, B2C, Business Development, Career Development, Collaboration, Collaborative, Complex Problems Solver, Content Development, Conversion Goals, Copy Editing, CSS, Curious, Develop And Implement, Drive Strategy, Expert at Leveraging Excel and VBA Automated Programming, Forms, Gap Analysis, Google Data Studio (Now Looker Studio), Google Search Console, High Quality Content, HTML, Identify Client Opportunities, Improve Performance of Websites, JavaScript, JSON-LD, Keyword Research, Latest Trends, Management Skills, Manage Multiple Projects, Marketing Content, New Content Development, NodeJS, Performance Metric, PHP, Present Findings to Key Stakeholders, Reporting Tools, Scalable & Automated Technical Audit (Case Study on my website), Schema Markup, SEO Tactics & Strategies for over 50+ Deliverables, Seo Tools, Seo Tools, Site Analysis and Audits, Staffing, Stay Up-To-Date on All SEO Best Practices to Monitor Trends, Strategic And Tactical with Data Backed Recommendations, Strategic Deliverables, Strategic Recommendations, Use data to Inform Future

Decisions, User Acquisition, Verbal Communication Skills, Web Analytics Analysis, Web Content Copywriting, Web Design, WordPress Development & Performance Optimization

Technical SEO Specialists:

Agency Experience for over 5 years, Information Technology, Management Experience, Self Starter, Social Media Optimization, time management, Video Optimization, Work independently and apart of a team

EDUCATION

Johnson County Community College

Associate Of Applied Science General Studies
Overland Park, KS, USA
GPA: 3.8
05/2014

University Of Kansas

Associate Of Applied Science General Studies
Lawrence, KS, USA
GPA: 3.8
05/2012

Saint Thomas Aquinas

» Graduated in top 10% of class

High School Diploma
Overland Park, KS, USA
GPA: 3.9
05/2010

CERTIFICATIONS

Search Engine Marketing Skills Test

11/2022 - Present
LinkedIn Skills Test

Google Tag Manager

02/2024 - 02/2027

Google Analytics Academy

Google Analytics Certified

11/2022 - 11/2024

Google Developers

Search Engine Optimization Skills Test

11/2022 - 11/2024

LinkedIn Skills Test

Certificate in Git Programming

01/2024 - 01/2024

Google Developers Launchpad

Certificate of Excellence Nodejs Fundamentals

01/2024 - 01/2024

Google Developers Launchpad

Certified Google Partner

03/2015 - 12/2021

Google Partners