

# mel kreitz

17 bowman ct • san francisco, california • 94124

CELL (415) 710-9411 • E-MAIL [melkreitz@gmail.com](mailto:melkreitz@gmail.com) • WEBSITE [melkreitz.com](http://melkreitz.com)

## SUMMARY OF QUALIFICATIONS

Growth marketing enthusiast, passionate about design, testing and data analysis to maximize resources and reduce churn. Possesses ability to design a company strategy and comprehend competitive positioning to assemble a successful growth road map. Experienced in the life cycle management and unconventional channels of growth while aligning the resources necessary especially with Product, International, Country Managers, and Engineering teams, while communicating goals effectively. Motivated, self-starter, entrepreneur, passionate about technology, business development, and enjoy working in fast-paced environment.

## MILESTONES

- Achieved 161% organic acquisition growth using tactical, cross-promotional, SEO, link building and growth techniques.
- Developed growth strategy that delivered from 100K unique visitors at point of inception to 3.1M at acquisition.
- Evangelized the gospel of the Google gods, to show the importance of SEO friendly pages, relevant content and link density.
- Guided successful migration of over 120,000 pages to SEO friendlier CMS.
- Enacted inbound marketing campaigns to enhance visibility into life cycle funnel and optimize content for improved conversions.

## PROFICIENCIES

Google Analytics, Adwords and Search Console, Adobe Sitecatalyst, Conductor, Brightedge, Bing Webmaster Tools, Moz, SEOquake, SEMRush Wordstream, MajesticSEO, ScreamingFrog, Rank Ranger, SpyFu, Ahrefs, Salesforce, Marketo, Hubspot, Mailchimp. HTML, JavaScript, CSS, Schema, AJAX, XHTML, and XML, Excel, Looker and all Microsoft and G Suites.

## EXPERIENCE

### SEO Team Lead

#### MIXBOOK, REDWOOD CITY, CA - SEPTEMBER 2017 – PRESENT

- Increased search engine coverage by 1,900% by re-indexing 80,000 pages previously labeled by Google as non-complaint.
- Orchestrated efforts to eliminate 100,000 server errors, 404s and duplicate content from the website.
- Instituted an internal linking module to help flatten site architecture and help distribute authority throughout the site.
- Amplified project starts (15%), sign ups (19%) and net sales (25%) YoY.
- Spearheaded and curated a strategy to develop quality content and boosted blog traffic by 345%.
- Mapped aligned keyword research to match product lines and optimized HTML elements to achieve maximum visibility while avoiding bloody competition.

### Organic Growth Marketing Manager (Contract)

#### AUTOPILOT HQ, SAN FRANCISCO, CA - MARCH 2017 – AUGUST 2017

- Enhance acquisition to website by 20%, using a combination of technical hacks, SEO friendly optimizations and minification of code to improve user experience.
- Lead efforts to launch SEO optimized online properties for the purpose of maximizing online visibility while restoring other sites plagued by lack of online presence.
- Collaborated with teams to grow a community of potential customers, influencers and experts to promote the product via events and social activities.
- Organized competitive analysis to find weaknesses in opposition and developed a plan to enhance the firm's positioning within a very competitive industry.
- Identified crucial customer journey path of target audience and strategized to implement multiple campaigns to increase lead flow.

## **Organic Growth and Lifecycle Marketing Management**

**INDENI LTD, SAN FRANCISCO, CA - APRIL 2016 – JANUARY 2017**

- **Acquisition:** Delivered on product initiatives and programs that impacted key organic growth via off-page and on-page and technical best practices of meta-tag and site speed optimization to reduce bounce rate and improve user experience.
- **Activation:** Implemented a system of coordinated CTAs to encourage engagement via exit intent pop ups, sticky bar, forms and optimized landing pages to increased CTR, sign ups designed to improve lead quality.
- **Automation:** Implemented a system of inbound marketing that conducted user research, monitored behavior and analyzed feedback to better comprehend long lifecycle funnels and refine MQLs and SQLs.
- **Retention:** Developed reactivation campaigns designed to drive growth and re-engagement, click throughs and create repeat visitors to the website.
- **Revenue:** Raised revenue by 50% during current growth project.

## **Enterprise SEO Analyst (Growth Hacker)**

**CISCO SYSTEMS, SAN JOSE, CA - JUNE 2014 – APRIL 2016**

- Reviewed and analyzed Cisco sites for areas that need to be improved, deleted, or revised.
- Discovered high volume, low competition keywords to enhanced SERP presence for NFV, Mobile and Enterprise properties.
- Uncovered patterns in traffic flows to identify update and optimize landing pages for enhanced funnel proficiency.
- Mined internal search queries to discover BOFU opportunities for faster conversion and increased revenue.

## **Senior SEO Manager**

**ESTORM INTERNATIONAL, SAN FRANCISCO, CA - SEPTEMBER 2012 – MAY 2014**

- Worked with international marketing and IT teams on content optimization, development and implementation.
- Managed SEO forecasts, monitoring, and detailed reporting on search engine KPI's and their impact on business goals.
- Kept pace with the changes in the SEO industry and trends to ensure compliance and efficiency with the latest SEO guidelines and algorithms.
- Educated internal and external resources on the importance of SEO as a part of a multivariate strategy to reach, grow and convert traffic into customers.

## **Cloud Project Analyst (Contract)**

**APPLE INCORPORATED, CUPERTINO, CA - JANUARY 2012 – MAY 2012**

- Analyze raw transcription data and translated into English and Spanish language.
- Interpreted text to speech data to determine trends, query intent and ground truth for mobile web metrics.
- Configured components such as localize trends, default language as well as geographic regions with specific functionality such as spelling checkers and speaker text engines.
- Test availability of drivers for local hardware and searched for encryption algorithms incorporated into applications.

## **Founder and SEO Analyst (Consultancy)**

**SEO SHAKE, SAN FRANCISCO, CA - JANUARY 2012 – AUGUST 2012**

- Delivered qualitative and quantitative analysis reports to identify opportunities, risk and growth potential within the client's industry.
- Conducted and mastered in-depth keyword research and continuously identify areas of opportunity and growth.
- Provided excellent customer service by providing clients updates on campaign metrics such as ROI, CTR and Impressions to implement strategies to drive traffic, top of mind awareness and scalability.
- Managed all phases of a partner's operational life cycle, including pre-sales, implementation scoping, testing, analysis, launch, ongoing performance review, expansion and optimization, as well as ongoing account support and management.

## **Search Analyst (LATAM)**

**YAHOO! SUNNYVALE, CA - JUNE 2011 – DECEMBER 2011**

- Defined relevancy of search queries to comprehend user wants and needs, while making product feature suggestions based on the competitive landscape and user climate for growth strategy in addition to classifying online content.
- Served as monitor and analyzed site traffic trends to make programming decisions.
- Participated in regular testing and QA assignments and achieved more than 90% quality rate for navigational, transactional and informational queries.
- Concise written and oral communication skills for the purpose of presenting online analytics and metrics data.

## **SEO Analyst**

**UPTAKE.COM, PALO ALTO, CA - AUGUST 2009 – APRIL 2011 (ACQUIRED BY GROUPON)**

- Implemented key marketing partnership initiatives to support the Company's content aggregation and robust organic SEO growth with original content sources, travel, attractions, and local sites.
- Analyzed, optimized, for growth of search engine traffic (SEO) projects on a global and local market level, and meeting monthly/quarterly unique user goals.
- Drive new ideas and processes to improve performance of global SEO projects across web and mobile, including link building partnerships, content marketing and keyword development.
- Mentored and trained new members of the marketing team to implement Company's cross-promotional objectives.

## **EDUCATION**

**BBA:** Bachelor of Science in Business Administration with a Marketing emphasis.

December 2008

San Francisco State University, San Francisco, CA

## **LANGUAGES**

Fluent in English and Spanish

## **PERSONAL INTEREST**

- Competent communicator and public speaking aficionado.
- Loyal Giants, Dubs & 49ers fan (Yes even them).
- Advanced salsa dancer.