

LINDSAY GERMAIN

SEO MANAGER // EXPERT PROJECT MANAGER



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Oakland, CA

TO WHOM IT MAY CONCERN:

I bring:

- extensive remote collaboration experience
- outstanding communication skills that build alignment, relationships and SEO results
- a passion for complex SEO, information architecture and web project management with over 12 years' continued experience delivering revenue with web marketing
- refined enterprise SEO expertise (technical, content, partner content, link building, Google, YouTube, video, Bing) from over 9.5 years of owning SEO
- expertise in CMS and agency management, including localization, for Fortune/Global 500 companies
- coding and SEO technical project management experience

At IBM, I developed new KPIs for SEO and grew revenue by \$59M year over year with innovative SEO, testing and marketing projects for my business unit. After over 12 years in web and agency management and web engineering, I understand SEO strategy, stakeholder needs, agency management, effective teaming in large companies, localization, QA and how to ensure reliable review processes for stakeholder input and approval that save time by preventing misalignment and mistakes. While responsible for web content management and QA for a SoftBank website, I reliably delivered 100% QA-passed web content and managed a budget that grew to \$1M/year during my tenure.

I thrive when working cross-functionally on complex projects because I love ensuring alignment and clearly communicating requirements across teams. To refine my ability to collaborate with creative teams, I completed visual design, brand and user experience (UX) classes at GA and UC Berkeley.

I appreciate your time and hope we can connect to explore the fit.

Warmly,

Lindsay Germain

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EDUCATION

MIT,
Cambridge
MA courses: Planning,
Organizational Change,
Statistics, Economics

UNIV. OF MICHIGAN,
Ann Arbor
BA in Behavior Change
Psychology, National
Merit Scholar with
6 Honors Awards

SKILLS

SEO Strategy &
Implementation,
SEO/Web/Creative
Project Management,
Product Management,
HTML, Javascript (JS),
CSS, QA, Conversion
Optimization,
Strategic
Communications,
Information
Architecture
(Wireframing, Adobe
Creative Suite,
Sketch, UX/UI), UX/CX

SUMMARY

- Driven SEO and web manager with over 12 years' continued marketing experience
- Inclusive, strategic project manager with exceptional communication skills for aligning across cross-functional teams and regions
- Experience implementing SEO recommendations in Fortune 500 companies

EXPERIENCE

SEO MANAGER (CONTRACT)

ServiceNow | 9.2020 – present

Leading content strategy for a \$1B share of the business and the technical audit roadmap.

HEAD OF SEO STRATEGY & PRODUCT MARKETING (CONTRACT)

Vidfluence | 5.2020 – 9.2020

Brought on to scale a YouTube SEO agency and streamline content strategy processes.

- Grew revenue 45% by delivering video SEO (reporting, content calendars, strategy)

DIRECTOR OF MARKETING

EMyth | 4.2019 – 4.2020

Hired to grow a legacy company in decline by launching a new website and brand. Ended a years-long trend of revenue losses by leading a team of developers, marketers and designers to launch a new brand, customer experience and website.

- Increased net new revenue by 117% year over year via digital (SEO-led)
- Project managed content, technical and legal workstreams to redesign website

SENIOR MANAGER, DIGITAL PROJECTS & MARKETING

WHM | 5.2018 – 4.2019

Managed over \$2M in marketing website releases and content with 100% requirements coverage and 100% QA-passed rating for SaaS, PaaS and IoT technology companies, including VMWare, Radius and SoftBank.

- Exceeded ROI goal by 40 – 90% by optimizing processes (reviews, production, QA)
- Released a new website for SoftBank Robotics, managing content and new launches that led to scaling the account by 33% year over year

WEB & DIGITAL MARKETING MANAGER

Bluewolf, an IBM Company | 1.2017 – 5.2018

Owned four websites for a B2B brand with a B2C strategy, including localization and

EXPERTISE

SEO (BrightEdge, SEMRush, Screaming Frog, Moz, Reporting, SERPS, Enterprise, Local, B2B, B2C, Global, Google Analytics, On-Page SEO, Technical SEO, Off-Page SEO, Keyword Research, Google Search Console, Keyword Prioritization, Content Calendars, SEO Copywriting, SEO Editing, Bing, YouTube SEO & Video Search Optimization, Analytics, KPIs, Goal Reporting), Localization, Process Optimization & Documentation, Microsoft Excel, Market Research User & Customer Research, SEM (Google Adwords, Retargeting, Social Media), Stakeholder Approvals/Reviews/Delivery, Presentations, Content Strategy (Optimizely Certified, CrazyEgg, A/B Testing, Multivariate & User Testing, Statistics, Multimedia Content), Marketing Ops Tech (Eloqua, Adobe Technologies)

EXPERIENCE continued

content management.

- Grew IBM's revenue \$59M with localized releases, expert knowledge of Google SEO, search engine maximization (SEM) and conversion rate optimization (CRO)
- Led GDPR implementation for 17 global offices, finding a new, compliant lead form approach that outperformed the one I was told to release by over 70%
- In my first month on the job, salvaged a failed product launch by using SEO and user research to reveal product landing page content improvements that began to generate digital conversions for the first time
- Delivered 158X ROI on the \$350K budget I owned by supporting teammates with expert SEO strategy and prioritizing an agile web roadmap

WEB MARKETING STRATEGIST, FOUNDER

Germain Companies | 4.2009 – 12.2016

Built and optimized landing pages, delivering growth projects and marketing strategy.

- Founded a consumer brand (B2C), keeping all available spaces booked solid at above-market rates and exceeding revenue goals by 300%
- Doubled revenue month over month with a new service product
- Built websites for small businesses by owning P&L responsibility and delivering digital strategy, engineering, SEO, UX, design and project management

PROFESSIONAL DEVELOPMENT

AGILE CERTIFICATION

IBM | San Francisco | 2018

INTRODUCTION TO UX

UC Berkeley Extension | San Francisco | 2019

OPTIMIZELY CERTIFIED

Optimizely | Online | 2018

BRAND STRATEGY TRAINING & VISUAL DESIGN BOOTCAMP

General Assembly | San Francisco | 2020

FRONT-END WEB DEVELOPMENT

Free Code Camp | Online | 2015

CERTIFIED PRODUCT MANAGER

Product School | Online | 2020