

LARS HINDSLEY

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SEO SPECIALIST

Align user intent with client brand and goals in SEO campaigns for small B2B & B2C clients. Plan, research, and execute site audits to improve technical SEO across internal and external properties. Research and exploit virgin SEO from low competition topics, undervalued keyword modifiers, structured data, visual SEO to satellite LSI terms.

15+ years marketing combined with 10 + years of project leadership resulting in complete command in three verticals, **SEO Specialist, Content Manager, and Social Media Management**. Portfolio includes full web design, development & implementation to modular projects. i.e. **SEO initiatives, content marketing articles, videos to graphic assets**.

CORE COMPETENCIES

- ✓ A/B Testing (ad copy & content)
- ✓ Adobe Creative Suite
- ✓ Auditing | Monitoring | Reporting
- ✓ Content Management
- ✓ Content Management System (CMS)
- ✓ Content Marketing
- ✓ Copywriting | Copywriter
- ✓ Cpanel/DNS/server admin
- ✓ Event Tracking | UTM Tracking
- ✓ Google Analytics (Advanced Certificate)
- ✓ Google Search Console (& site kit)
- ✓ Google Tag Manager (GTM)
- ✓ Graphic Illustration
- ✓ Hootsuite
- ✓ HTML 5/CSS
- ✓ MailChimp
- ✓ Podcast Production (Podcasting)
- ✓ Photoshop
- ✓ Schema (Structured Data)
- ✓ SEM / SEO Analyst
- ✓ SEMrush (Various Certificates)
- ✓ Social Media Management
- ✓ Video Production & Editing
- ✓ WordPress & CMS / AMP

CAREER HIGHLIGHTS

- ★ Designed and managed the development of complete websites over 15 years from WJBR FM to Thomas Publishing
- ★ Achieved SEO success across varied channels including visual SEO resulting in over 15,000,000 views
- ★ Developed visual SEO initiative yielding over 50k subscribers
- ★ Lead the redevelopment of a failing \$100,000 website development project. Quickly adjusting to a request to meet a two-week deadline within a \$20,000 budget and stakeholder compliance
- ★ Copywriter for over thirty 30 radio commercials
- ★ Published Author
- ★ Mentor 3 to 5 nascent content writers in SEO oriented writing as managing editor of digital magazine
- ★ VP of Marketing for ISP leading to operating own agency for seven years averaging 250k gross annual revenue

DM Media, Newark, Delaware

2008 - present

SEO SPECIALIST

Accountable in applying long-term vision rethinking and developing underserved properties resulting in powerful sales and service tools. Capitalize on emerging touchpoints. Align with brand to meet user intent using keen data analysis.

Operate in a cross-functional role for this small agency focused on SEO placement. Migrate client sites to WordPress and manage SEO content. All content down to a granular level is guided by SEO keyword research. Technical SEO and early adoption of Schema for voice, Google Answer box, carousel.

- Responsible for various property portfolios
- Identify client goals, interpret the voice of the client brand, establish stakeholder needs and pain points
- Model user personas and research user intent
- Audit client properties in Google Analytics to tracking links via UTM in GTM & SEMrush
- Audit, organize, and manage content assets assigning metadata. Digital Asset Management (DAM)
- Conduct competitor analysis in SEMrush
- Target user demographics in Google Analytics (GA)
- Submit and track new SEO content in Google Search Console and/or Google Site Kit
- Recommend changes, i.e. best practices, trends and exploit early adoption of nascent SEO opportunities
- Inform of gaps utilizing web analytics software, SEMrush & Google Analytics
- Manage local SEO
- Collaborate in improving on-page and technical SEO Analyze and exploit underutilized Latent Semantic Index (LSI) keywords and metrics outside of designated Key Performance Indicators (KPI) for on/off-page SEO and technical SEO (metatags, alt tags, schema)
- Partner with internal & external outlets to develop marketable content. i.e. videos, podcasts, pages/post
- Research and conceive natural/organic SEO friendly webpages in Content Management Systems (WordPress CMS)
- Monitor client property content placement with Search Console and Statcounter
- Track funnels, campaigns, promo performance utilizing Google Tag Manager tags/triggers and related analytical tools

NuPoint Marketing, Wilmington, Delaware

2017 - present

Freelance Cinematographer - part time

This aside has resulted in learning advanced technical camera skills. My participation includes 200 TEDx Talks and hand-held live performances for real-time Livestream audiences.

- Met critical role operating still camera one as a videographer for TEDx Wilmington with an audience of 100k Livestream audience. Worked closely with the director to compose and frame shots
- Serve as a hand-held video camera operator for high-pressure live concerts in multi-camera shoots

SEO Analyst / Internship

May-Sept 2018

- Primary contact in onboarding clients, serving as subject matter expert in deliverable technical and organic SEO.
- Conduct site audits in SEMrush
- Collaborate with the Digital Marketing Strategist improving auditing workflow
- Utilize technical expertise in optimizing client sites in WordPress CMS
- Curate short and long-form content utilizing research and analytic skills from MS Office and Google Suite

PCM Network ,Newark, Delaware

2009 - present

Freelance Writer | Photographer | Videographer

Part-time role as a creative outlet to fill gaps and keep in tune with cutting edge marketing techniques, the pulse of culture, and keep writing relevant in a colloquial tone needed to engage modern target audiences. Write pop-culture articles, listicles, ghostwrite content marketing, interview celebrities at red carpet events, and travel for story and research articles.

- Write critical reviews for an audience of over 100k weekly visitors in WordPress CMS resulting 14% increase in interaction
- Write HOW TO instructional breaking down technical jargon into easy to understand words
- Research and produced articles achieving syndication in major outlets including Huffington Post
- Responsible for managing high volume on-site social media channels engaging an audience of over 100k
- Monitor multiple listening streams to identify trends and creating projected content
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SpyProductions, Bear, Delaware

1999 - 2007

President

Established a digital marketing agency company and directed all aspects of daily operations. Position entailed developing new business, locating vendors, establishing technical partnerships, multimedia marketing, and serving as project manager. Provide a customer base of more than 5,000 with services that ranged from software configuration to website development and maintenance.

- Collaborated with outside vendors, develop statement of work (SMW), negotiated contracts
- Built and maintained 5,000+ customer base
- Managed build of real-time domain registration and web hosting storefront with a proprietary billing system in PHP/MSQL
- Provided global customer care with clients in India, Australia, France, England, Venezuela, and others.
- Draft and govern service level agreements (SLA) Terms of Service (TOS) and Privacy Notices
- Saved over \$60,000 in marketing costs to build business partnering with local radio station WJBR leveraging joint assets
- Lead contact in the development of over 200 HTML, PHP web application projects. Duties included bidding procurement, assisting in information architecture, developed schedule management, to monitoring and control through hands-on involvement with light HTML coding and composite graphic illustration, ensuring total customer satisfaction meeting stringent deadlines
- Expanded corporate revenue by introducing domain name registration services, an annual recurring revenue stream that realized \$10,000 in the first month of introduction

INTERESTS

Certifications: Google Analytics (Advanced) Expires 2023, SEMrush (Various) Expires 2021

Volunteer: Red Cross Greater Chesapeake Region, Disaster Relief Leadership Supervisor ID: 17350139 — Canal Little Board of Directors — Christiana Care Hospital — Tough Mudder — Firefly Festival — New York Central Park Skate Patrol — SEO Consultant to various Not-For-Profit Organizations

Personal: T.I.C.A. registered Bengal cat breeder. Digital Magazine Managing Editor — Promotional Athlete — Author: *The Paintball Bible* ISBN: 9781693631030