

# Adam Evan

## SEO Specialist

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## Technical Skills

- Technical SEO
- On-Page SEO
- Off-Page SEO
- Keyword Research
- Google Analytics
- Search Console
- SEO Tools (Ahrefs, SEMrush, Moz)
- Content Optimization
- Local SEO
- Mobile SEO
- Web Design
- Graphic Design

## Soft Skills

- Communication
- Organization
- Time Management
- Problem-Solving
- Analytical Thinking
- Attention to Detail
- Adaptability
- Collaboration
- Project Management

## Programs

- Microsoft Office
- Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro)
- Mailchimp
- WordPress
- WIX
- Hootsuite
- Google Search Console

## Education

### Bachelor of Arts, California State University-Northridge

AUG, 2014 - MAY, 2016, NORTH RIDGE, CA  
Bachelor of Arts in Graphic Design

## Professional Summary

I am a Search Engine Optimization (SEO) Specialist with expertise in technical SEO, on-page and off-page optimization, and comprehensive keyword research. I excel in site audits, improving crawl ability, boosting page speed, and using tools like SEMrush, Ahrefs, and Google Analytics to track performance and drive organic growth. With a background in web and graphic design, I bring a creative approach to content optimization and ensure websites are both user-friendly and search engine-friendly. Skilled at collaborating across teams, staying on top of industry trends, and adapting strategies to align with the latest algorithm updates.

## Employment History

### Digital Marketing Consultant, Baby Boomer Resistance - Full Time

JULY, 2023 - PRESENT, LOS ANGELES

- Optimized blog content for SEO, conducting keyword research and implementing on-page SEO strategies to drive organic traffic.
- Developed and executed content marketing strategies focused on political topics, increasing engagement and visibility.
- Analyzed website traffic using Google Analytics to identify areas for improvement and enhance user experience.

### Web Designer, AE Web Design - Freelance

FEBRUARY, 2018 - JULY, 2023, LOS ANGELES

- Developed creative website designs for various clients, including social media and logos, to bring their brand ideas to life.
- Collaborated with recruiters and companies to understand their vision and deliver innovative solutions that exceeded their expectations.
- Analyzed website traffic using Google Analytics to identify areas for improvement and enhance user experience.

### Graphic Designer, Axxess Products Corp USA - Full Time

JULY, 2017 - FEBRUARY, 2018, LAKE BALBOA, CA

- Designed packaging for technology products and created digital content for lifestyle branding, sell sheets, and web design at Axxess Products Corp.
- Collaborated with cross-functional teams to ensure cohesive branding and messaging across all platforms.
- Implemented innovative design strategies to enhance product visibility and drive sales growth.

## Certifications

### Google Digital Marketing & E-commerce Specialization

October 2024, Credential ID: G86ZKUQB2D

Credential URL: <https://www.coursera.org/account/accomplishments/specialization/G86ZKUQB2D>