

RACHEL HOWE

SEO + Digital Marketing Professional

MORE ABOUT ME

Passionate and driven digital marketing professional with over nine years of SEO experience.

CONTACT DETAILS

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AWARDS & RECOGNITION

SEO & Content Award Finalist
BrightEdge | 2017

SKILLS AND ABILITIES

Site migrations
Ecommerce SEO
Content development & link building
Local SEO
Marketing strategy
Google Analytics
WordPress
Insite

THOUGHT LEADERSHIP

MKEsearch | 2018
Startup MKE | 2018
Wisconsin Manufacturing & Tech Expo | 2017
Social Media for Small Business Meetup | 2017
UW-Milwaukee | 2014
Wordcamp MKE | 2014
Crowne Plaza Hotel | 2012

EMPLOYMENT HISTORY

Owner

Bite Sized Media | 2015 - present

- Digital marketing agency focused on helping small businesses

SEO Specialist

National Business Furniture | 2015 - 2019

- Responsible for driving organic traffic to NBF.com, OfficeFurniture.com and OfficeChairs.com
- Increased organic traffic 150% for OfficeChairs.com
- Created a blog post that drove over 70,000 visits with over 200 swatch requests within two and a half years
- Managed social media accounts and blog posts

SEO Manager

EPIC Creative | 2014 - 2015

- Lead strategy and execution for all SEO clients
- Managed two junior SEM specialists
- Conducted several lunch and learns

Senior SEO Specialist

Zeon Solutions | 2012 - 2014

- Promoted to Senior SEO Specialist within a year and a half
- SEO Lead on site migrations and SEO programs
- Launched over a dozen websites

SEO Specialist

Top Floor | 2011 - 2012

- SEO Specialist for over twenty SEO clients
- Responsible for strategy, daily SEO tasks and reporting

EDUCATION

University of Wisconsin-Milwaukee

Bachelor of Business Administration; Marketing | 2012