



#name

(Byron.Lapola)

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// SEO Management Expert  
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About Me {

Adept digital marketer with extensive background in SEO and web design & development. Demonstrates strong capabilities in data analysis, client facing reporting, and content strategy; backed by a solid technical background in HTML, CSS, and various marketing tools including Google Search Console, Tag Manager & GA4, SEMRush, and much more.

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Work Experience {

Title: "Senior SEO Specialist"

Company Name: "CARS Commerce (Formerly Dealer Inspire)"

Date: 2021 - Current

Leveraging a comprehensive approach to SEO, I develop and implement strategies to enhance organic rankings and search traffic, performing onsite optimization, keyword research, and performance analysis to continuously optimize campaigns for 80 clients, while also collaborating with cross-functional teams and keeping abreast of the latest SEO tools and strategies.

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Work Experience {

Title: "SEO/CRO Manager, Data Analyst"

Company Name: "CQ Partners"

Date: 2021 - 2023

Adeptly conducted comprehensive data analysis and testing to glean insights for maximizing ROI in paid and organic search strategies, optimizing content, landing pages, and SEO/SEM efforts, while ensuring SEO best practices and collaborating with editorial and marketing teams to bolster SEO in content creation.

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Work Experience {

Title: "Director of Digital Services"

Company Name: "Open Road Auto Group"

Date: 2018 - 2021

Utilized data-driven strategies and collaborated with dealer management teams to develop and execute comprehensive marketing campaigns, both physical and digital, ensuring adherence to budget and brand guidelines, while also managing CRM data, SEO best practices, and Google Ads to significantly increase organic traffic and overall campaign performance across various brands and dealerships.

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Work Experience {

Title: "Senior Digital Marketing Manager"

Company Name: "Dive Hype Marketing"

Date: 2010 - 2018

I strategically led comprehensive digital marketing campaigns utilizing SEO/SEM, CRM, and various advertising channels to increase web traffic, leads, and brand awareness, while also optimizing sales-enabling systems, email marketing campaigns, and social media strategies to enhance user engagement and campaign success, constantly analyzing and reporting on campaign performance to ensure maximum ROI and adherence to key performance indicators.

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Skills {

"Search Engine Optimization (SEO)"

"Web Design and Development"

"Data Analytics and Reporting"

"People Management and Team Building"

"Client Relationship Management and Development"

"Content Strategy"

"HTML/CSS/JavaScript"

"Expertise in Adobe Photoshop, WordPress, GA4, Google Search Console, Google Tag Manager, SEMRush, and various other SEO and Data Analytic Tools"

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Links {

Linkedin: "https://linkedin.com/in/byronlapola"

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