

Andrew Lee

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Profile Statement

Experienced SEO professional looking for new opportunities. Proven track record of managing SEO for over 50+ sites over 10 years.

Key competencies include:

- **Content Creation** – Published more than 40 blog posts. Other writing experience includes web copy, email copy and advertisements
- **On-page SEO** – Optimization of web pages from a technical SEO standpoint including analytics, page structure, meta data, schema markup and Core Web Vitals
- **UX/UI** - Integrates best practices into content creation and SEO work [My Dribbble profile](#)
- **Collaboration** – Ability to work on both sides of SEO. Equally works with marketers on implementing SEO into campaigns as well as developers on technical SEO issues
- **Experienced tools** – Conductor Searchlight, Screaming Frog, Content King, DeepCrawl, Wordpress, Drupal, Adobe Analytics, Google Analytics, Google Search Console, Jira, Google Adwords

Career Experience

SEO Analyst

College Board | New York City, NY | March 2019 – Present

Education non-profit that offers the SAT, AP Exams, College Planning Resources (BigFuture) and more

- Manages the official College Board blog. Responsibilities include content planning, keyword research for competition analysis/future topics and blog post writing
- Implemented SEO strategy for large scale web applications including new College Search and Career Search tools
- Partner with web producers and other stakeholders in SEO activities including web migrations, content analysis, link mapping and information architecture
- Maintain SEO health by conducting technical SEO audits across 50+ College Board sites using Screaming Frog & DeepCrawl tools
- Collaborate with tech teams on implementing schema markup and making improvements in page speed and core web vitals for College Board sites
- Assist other marketing teams with SEO including keyword research, content strategy, SEO audits and on-page/off-page optimization
- YouTube video optimization for over +1000 videos on brand channel

Consultant

Andrew Lee Consulting | New York City, NY | May 2016 – February 2019

Provided Marketing Consulting for Small Business Owners who needed help building their site or improving their online presence

- Developed websites in Wordpress and Squarespace
- Write web copy and copywriting projects
- Technical SEO implementation and maintenance
- Collaborated with Business Owners to establish marketing strategy

Marketing Manager

Midtown Lumber Mart | New York City, NY | May 2013 – April 2016

Retail lumber store that provides custom cut wood service and building supplies for B2C and B2B

- Implemented SEO strategy for websites; on-page SEO, online review management, image compression, inserting Structured Data
- Devised marketing program and strategies for consumer and B2B markets

- Wordpress website development; wireframing, designing, front-end developing and copywriting content
- Executed email marketing campaigns, designed templates, and wrote copy
- Designed and developed a custom pricing calculator that increased the speed and efficiency of the sales cycle
- Pioneered the installation of an instore POS system, researching options and creating the information architecture for over 1,000+ products

Digital Strategist

Think Work Media | New York City, NY | January 2011 – May 2013

Marketing agency that provided web development and digital marketing to small businesses

- Collaborated with CEO to streamline web development processes using the Waterfall software development methodology
- Wrote scopes of work, designed wireframes and developed budgets for web and marketing projects
- Coded HTML & CSS for various Wordpress & BigCommerce websites

Education & Certification

Bachelor of Arts (BA) in Public Relations, 2006 - 2010 | Quinnipiac University

New York University School of Continuing Education, Certificate in Digital Marketing