

Ish Laos

Smyrna, GA 30082

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(678) 542-4394

As founder of an Atlanta-based web design & digital marketing company, I fully understand the competitive landscape of SEO and Digital Marketing. I have experience in client relations and team management. I have a professional, positive, friendly demeanor toward staff and clients. I am a self-starter and problem solver. I am a huge SEO enthusiast.

Website Design and SEO at webstuffguy.com 2009 - present

- Over 12 years of SEO experience
- Google Local SEO expert
- Ecommerce SEO
- Experience in working in a marketing agency environment
- Extremely knowledgeable in technical SEO audits and problem-solving.
- Experience in front-facing client relations
- Comfortable with managing multiple SEO accounts monthly

Authorized to work in the US for any employer

Work Experience

SEO STRATEGIST/MANAGEMENT

Webstuffguy.com - Atlanta, GA

February 2009 to Present

SKILLS:

- Optimize website content pages
- Identify opportunities and insights by tracking, generating reports, and analyzing clients via Google Analytics
- Client management and communications
- Project Management
- Citation development
- Developed paid digital marketing campaigns across AdWords, Instagram and Facebook
- Perform ongoing keyword discovery, expansion, and optimization
- Research and implement search engine optimization recommendations
- Recommend changes to website architecture, plugins, content, linking, and other factors to improve domain authority and ranking

QUALIFICATIONS

- Over 12 years of SEO experience
- Google Local SEO expert
- E-commerce SEO

- Experience working in a marketing agency environment
- Extremely knowledgeable in technical SEO audits and problem-solving.
- Comfortable with managing multiple SEO accounts monthly

SEO TOOLS EXPERIENCE & CERTIFICATIONS

- Advanced Google Analytics Certified
- Semrush SEO toolkit exam. Diploma ID: #4ef8951a0812f5d
- Semrush for Digital Agencies Certification. Diploma ID: #ef657ba4e53e8f1
- WordPress
- Screaming Frog
- Google Search Console, Google Local
- Ahrefs
- Moz
- WooCommerce
- Yoast & AIOSEO
- SpyFu
- Hotjar
- Mailchimp

AGENCY TOOLS EXPERIENCE

- Teamwork
- HubSpot
- Slack
- Google Meet/Zoom/etc....
- Basecamp

ADDITIONAL BACKGROUND IN

- Adobe Creative Suite
- Photography
- Graphic Design
- Email Campaigns
- PPC
- Social Media Mgmt.
- Bilingual in Spanish

Education

Some College in Business Marketing

AIU Atlanta - Atlanta, GA

1998 to 2000

Skills

- Client's Google Analytics data

- Client management and communications
- Project Management
- Perform ongoing keyword discovery, expansion, and optimization
- Research and implement search engine optimization recommendations
- Recommend changes to website architecture, plugins, content, linking, and other factors to improve domain authority and ranking 2009 to Present
- Adobe Creative Suite
- Graphic Design
- Email Campaigns
- PPC
- Social Media Mgmt.
- Adobe InDesign
- Digital Marketing
- Google AdWords
- SEO Tools
- Blogging
- Email Marketing
- WordPress
- SEM
- E-Commerce
- Basecamp
- Hootsuite
- Google Search Console
- Analytics
- Content Management
- Public Relations
- Web Design
- Social Media Management
- Web Development
- Facebook Advertising
- Keyword Research

Languages

- Spanish - Fluent

Links

<http://www.linkedin.com/in/ishlaos>

Certifications and Licenses

Advanced Google Analytics Certified

March 2020 to March 2024

Will provide PDF upon request.

Semrush SEO Toolkit Exam

March 2020 to March 2022

Diploma ID: #4ef8951a0812f5d

Semrush for Digital Agencies Certification

March 2020 to March 2022

Diploma ID: #ef657ba4e53e8f1

Google Street View Certified

May 2011 to Present