

Chia Yi Chien | SEO Professional

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Profile

- Detail-oriented and data-driven technology professional with over 4 years of experience in Search Engine Optimization and web development.
- Proven expertise in leveraging CMS platforms to enhance website performance and user experience.
- Adept at translating technical concepts for non-technical stakeholders, conducting in-depth audits, and implementing innovative solutions to drive measurable results.
- Successfully managed over 50 accounts, driving tailored strategies to meet diverse client needs.
- Increased website traffic by 20% in three months through strategic SEO initiatives.

Experience

SEO SPECIALIST | ACTUATE MEDIA | APR 2021 – AUG 2024

- Conducted in-depth technical SEO audits to identify and resolve site performance issues, including site speed and mobile optimization, improving rankings and user experience.
- Designed and implemented a content strategy aligning with SEO objectives, increasing page relevance and driving organic traffic growth.
- Collaborated with developers to optimize website code, implement responsive designs, and troubleshoot HTML issues.
- Managed end-to-end SEO campaigns, integrating UTM tracking and analytics to measure campaign effectiveness.
- Delivered presentations on SEO insights and results to non-technical stakeholders, fostering cross-departmental understanding and alignment.

WEB CONTENT EDITOR | SHOPDEALUS INC. | JAN 2021 - FEB 2021

- Developed and published dynamic web content across platforms, ensuring alignment with brand guidelines and SEO best practices.
- Maintained a consistent tone and style while crafting promotional materials, increasing engagement rates.
- Monitored site traffic and user interaction metrics, providing actionable insights to improve content performance.

Education

Emerson College Graduate program
MA in Strategic Marketing Communication

Boston, MA.

National University of Kaohsiung College of Management
Bachelor of Finance

Taiwan

Skills & Abilities

- **CMS Platform:** WordPress, Shopify, Wix, Workflow, Squarespace
- **Microsoft Office:** Excel, Word, PowerPoint
- **Design tools:** Canva, InDesign
- Familiarity with HTML and CSS
- Data Management & Structure (XML, JSON)
- Cross-functional Team Collaboration
- **Marketing tools:** Screaming Frog, Google Analytics, Google Search Console, Semrush, Mangools, Content creating, Strategic plan
- Project Management & Time Management
- **Bilingual:** English, Mandarin