

Nathan Brooks

[linkedin.com/in/nathanbrooks-seo](https://www.linkedin.com/in/nathanbrooks-seo) > resume

SEO Specialist | Technical SEO, Content Strategy & Organic Growth

Austin, TX · (512) 555-0182 · nathan.brooks@email.com

Professional Summary

SEO Specialist with 3.5 years of experience growing organic traffic and revenue for SaaS and e-commerce websites. Increased organic sessions by 185%, ranked 120+ keywords on page one, and drove \$1.6M in annual organic revenue. Skilled in technical audits, keyword research, content optimization, link building, and GA4 reporting.

Core Skills

Technical & On-Page SEO: Site Audits, Core Web Vitals, Crawlability & Indexation, Schema Markup, Site Architecture, Internal Linking, Redirects, International SEO Basics

Content & Off-Page: Keyword Research, Content Briefs, Topic Clusters, Digital PR, Link Building, Local SEO, E-E-A-T

Tools: Google Search Console, GA4, Ahrefs, SEMrush, Screaming Frog, Looker Studio, Google Tag Manager, SQL (Basic), Python (Basic), WordPress, Shopify

Experience

SEO Specialist

Jun 2023 – Present

Lone Star Commerce Group — Austin, TX

- Own organic strategy for 3 e-commerce sites; grew organic sessions 185% year over year and organic revenue to \$1.6M annually.
- Ranked 120+ target keywords on page one through topic clusters and on-page optimization of 300+ pages.
- Resolved crawl, indexation, and Core Web Vitals issues, cutting LCP from 4.1s to 2.2s and recovering 18% of lost traffic.
- Earned 85 high-authority backlinks through digital PR and partnerships, raising domain rating from 38 to 52.
- Built Looker Studio SEO dashboards combining Search Console, GA4, and rank data for weekly executive reporting.

SEO Associate

Jul 2022 – May 2023

Capital Digital Agency — Austin, TX

- Performed technical audits for 15 client sites and delivered prioritized fix lists that raised average organic traffic by 40%.
- Wrote 50+ content briefs from keyword and SERP analysis; published articles reached page one in a median of 90 days.
- Improved local visibility for 8 multi-location clients, increasing Google Business Profile actions by 35%.
- Automated rank-tracking exports with Python and Excel, saving 6 hours per week.

Selected Project

Site Migration: led SEO for a 12,000-URL replatform with redirect mapping and post-launch monitoring; retained 97% of organic traffic within 30 days.

Education

Bachelor of Arts in Communication

University of Texas at Austin — Austin, TX
2022 | GPA 3.5

Certifications

- Google Analytics 4 Certification
- Semrush SEO Toolkit Certification
- HubSpot Content Marketing Certification