

William C (Bill) Rowland III

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Summary

A Seasoned SEO Manager That Drives Results Through Pragmatic Optimization. Combines Strong Knowledge of Technical SEO, Content Optimization and Best Practices With Project Management Skills to Maximize Online Visibility.

Skills & Abilities

- Comprehensive Knowledge of Search Engine Optimization for Ecommerce
- Broad Knowledge in Ecommerce SEO Strategy, Tactics & Implementation
- Superior Communication Skills Between Internal and External Clients
- Skilled in the Diagnosis & Remediation of Technical Issues
- Complete Familiarity with Current SEO Theory, Trends & Developments

Experience

SEO Director, Trinity Insight LLC, Philadelphia, PA

June 2015 - October 2019

Directed a staff of eight to assess & implement SEO strategies for e-commerce clients. Responsibilities included direct management of client engagements as well as SEO team oversight including recruiting and training.

Selected Projects

- Technical Audit
- Website Migration
- HREFLANG QA

Selected Partners



SEO Manager, Ebay Enterprise Marketing Solutions, King of Prussia, PA

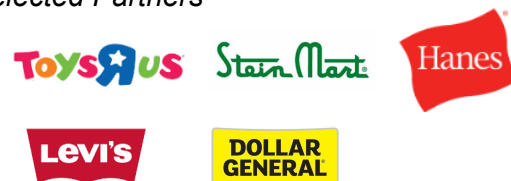
August 2010 - June 2015

Developed and implemented e-commerce SEO strategies and tactics for members of the Internet Retailer 500. Tasks included: SEO strategy, technical analysis, competitive research, client consultation, content creation & analytics reporting.

Selected Projects

- Website QA & Launch
- Content Development
- Reporting

Selected Partners



SEO Instructor, University of Vermont Continuing & Distance Education
February 2015 – Present

Create & deliver online courses on Search Engine Optimization for online classes including:

- Digital Fundamentals
- Advanced SEO
- Digital Simulation

Principal, Nexus Interactive Marketing LLC, Collingswood, NJ
January 2005 – Present

Provide online marketing services to small and medium sized businesses.

Tools & Services

Screaming Frog SEO Crawler	Google Analytics	Google Data Studio
SEMRUSH	Google Search Console	Uberconference
AHREFS	Google PageSpeed Insights	Loom Video Recording
MOZ	Google Tag Manager	Teamwork Project Management
WebPageTest.Org	Google Lighthouse	Basecamp Project Management
GSUITE	Google Struct. Data Testing Tool	Slack Messaging

Education

Temple University – Philadelphia, PA – Master of Business Administration (Mktng)

California State Polytechnic University Pomona, Pomona, CA – Bus. Admin

Related

Organizer, [Grail Philadelphia Meetup Group](#), Philadelphia, PA

February 2010 – Present