

## JOSEPH ZULICK

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### EXPERIENCE

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#### MARATHON CONSULTING

##### Technical SEO Strategist

- Led analytics implementation and strategy, custom JavaScript for event tracking, pushing custom dimensions into dataLayers, and tool setup (SEMRush, DeepCrawl, Swydo, Supermetrics, Google Data Studio) for several national and global B2B and B2C clients
- Merged with the business development team to upsell current clients into larger retainer-based SEO contracts

Remote  
July 2020-October 2020

#### MRO ELECTRIC AND SUPPLY

##### SEO Manager

- Managed Google Ads search and display campaigns, monthly reporting (Google Data Studio, Google BigQuery), API integrations, custom JavaScript tracking, content writers, third-party vendors, editorial relationships, link builders, and marketing interns

Cary, NC  
November 2018-July 2020

##### Digital Marketing Associate

- Directed link building campaigns resulting in increased traffic by up to 35% QoQ and increased sales by up to 15% MoM
- Partnered with the software development team to optimize website architecture, navigation, and topical hierarchies, streamline product description process, improve rendering and page speed, avoid duplicate content and indexation issues, increase CTR and session durations, and decrease bounce rate resulting in increased keyword rankings by up to 20% QoQ

Cary, NC  
November 2017-November 2018

#### THE DIGITAL

##### Technical SEO Strategist

- Collaborated with the software development and design teams to increase website migration efficiency and improve page speed, browser caching, rendering, and hosting for a wide range of pre and post-launch websites
- Conducted weekly training events to teach best practices of pushing custom dimensions into dataLayers, cookie consent tracking, CRO, topical hierarchies and keyword research, cross-domain tracking, attribution modeling, server log file analyses, indexation, A/B testing (Google Optimize, Unbounce), competitor analyses, structured data implementation, and RegEx conversion tracking
- Modernized Google Data Studio reporting process with Google BigQuery, conditional formatting, custom jQuery event listeners, JavaScript variables, and API integrations resulting in automated reporting and increased deliverables by up to 30% MoM
- Expanded department-wide SEO audit process with search intent analyses, crawlability and rendering analyses, sitemap reconstruction, duplicate content and penalty recovery, spam filtering, and bot management
- Played key role in company rebrand by providing NAP and indexation management resulting in increased qualified organic traffic by an average of 15% MoM
- Piloted HubSpot marketing automation workflows, and lead capture forms resulting in increased conversions by up to 20% QoQ
- Guided Google Ads search, display and remarketing campaigns resulting in increased paid conversions by up to 22% YoY

Raleigh, NC  
November 2018-March 2020

##### Digital Marketing Specialist

- Facilitated data-driven landing page optimization using KPI analyses (CTR, bounce rate, session duration, search intent analysis, heat mapping) resulting in increased keyword rankings and conversions by up to 20% QoQ
- Carried out any task related to cPanel, .htaccess, DirectAdmin, robots.txt, and FTP (redirects, URL rewrites, custom 404 pages)

Raleigh, NC  
April 2018-November 2018

#### SYMPPLY DONE

##### Key Account Manager

- Oversaw and fine-tuned local SEO campaigns resulting in increased organic traffic by up to 25% QoQ and increased conversions by up to 10% QoQ
- Supervised hosting, website migrations, WordPress theme and plugin updates, keyword rank tracking, and reporting
- Set up and superintended Google and Facebook Ad campaigns resulting in increased paid conversions by up to 20% QoQ

Apex, NC  
October 2016-November 2017

#### AMERICAN ASSOCIATION OF STATE COLLEGES AND UNIVERSITIES

##### Communications and Digital Marketing Intern

**Proficiencies:** Google Analytics, Google Tag Manager, Google Search Console, Google Drive, Google Lighthouse, Google Page Speed Insights, Google Structured Data Testing Tool, Google Rich Results Test, Google Data Studio, Google Ads, Google Remarketing, Google Optimize, Google BigQuery, SQL, PostgreSQL, Chrome DevTools, Mobile-Friendly Test, Google Assistant, Optimizely, Amazon Alexa, Facebook Ads, Quora, Reddit, Bing Webmaster Tools, Joomla, WordPress, Umbraco, WooCommerce, WebPageTest.org, Chrome User Experience Report, Supermetrics, Swydo, Yoast SEO, Ahrefs, DeepCrawl, SEMRush, MOZ, WP Engine, Cloudflare, HTML5, JSON-LD, FileZilla, JavaScript, Python, AJAX, dataLayer.push, Screaming Frog, Screaming Frog Log File Analyzer, Webalizer, DirectAdmin, cPanel, .htaccess, CallRail, AnswerThePublic, HotJar, HubSpot, Basecamp, Teamwork, Jira, AWR Cloud, Avaza, Cyfe, Proposify, Scrapetool.io, VirtualBox, Ubuntu, Adobe Photoshop, Hootsuite.

Washington, D.C.  
May 2016-August 2016

**Personal Projects:** waterworksunlimitedinc.com (rebrand, NAP, Google Ads management), annetill.com (NAP, on-page SEO management)

### EDUCATION

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#### INDIANA UNIVERSITY OF PENNSYLVANIA

##### Bachelor of Science in Communications Media and Psychology

Cum Laude (Major GPA: 3.5); Dean's List; Public Relations Student Society of America (PRSSA); Contributor for The Penn, university-owned newspaper; Production Assistant for IUP-TV, university-owned television station.

Indiana, PA  
2014-2016

#### BUTLER COUNTY COMMUNITY COLLEGE

##### Associates in Liberal Arts

Dean's List.

Butler, PA  
2011-2014

### ADDITIONAL INFORMATION

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**Community Contributions:** Nutrition Awareness Volunteer (August 2017); Rock Creek Conservancy: Environmental Friendliness Volunteer (May 2016-August 2016);

**Awards and Certifications:** Udemy Python for Beginners: Concise and Practical (in progress), Udemy Google Tag Manager Advanced Applications, Udemy Learn SQL for Data Analysis with Google BigQuery, Udemy The Complete SQL Bootcamp, Udemy Excel Case Studies: Sales Analysis with Pivot Tables, Charts, Udemy HTML5 Programming from Scratch, Udemy Basic JavaScript For Beginners, Advanced Google Analytics, Introduction to Google Data Studio, Google Analytics for Beginners, Google Tag Manager Fundamentals, Google Ads Search Advertising, HubSpot Inbound Certification, HubSpot Inbound Marketing Certification.

**Interests:** Entrepreneurship, fitness, mountain biking, road cycling, hiking, attending industry events, traveling, dog training.