



JENNIFER ORDONEZ

SEO MANAGER

PROFILE

I am a certified and experienced SEO with a high level of training in leading teams, finding solutions, driving success and creating systems for efficiency. I believe that building relationships with clients and colleagues built around trust (among other shared values) leads to great success.

CONTACT

PHONE:
407-247-1097

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CERTIFICATIONS

Google Analytics Individual Qualification (GAIQ)

Google Ads Search

EXPERTISE

- SEMrush, Raven
- Kwfinder, Ahref's, Google Trends
- Asana, Trello
- Photoshop
- WordPress Website Design
- Content Creation
- Google Suite

RELEVANT WORK EXPERIENCE

SEO Content Writer

Payment Cloud Inc. 11/20 – Present

- I create SEO optimized content for various client websites, landing pages, and online publications.

SEO Director

MyCity Social 10/16–06/20

- Managed teams (website developers, writers, SEO specialists, SEO interns, backlink specialists, Google Ads specialists, and content posters) to deliver results for clients.
- Created the entire Asana project management system for the department and made it scalable so that the agency could franchise
- Hired and trained staff
- Oversaw 90+ accounts in the department and focused on retention strategies
- Cross-trained the social media team to improve their GMB and Google Ads knowledge

SEO Consultant & Developer

Freelancer 01/14–Present

- I build e-commerce website that are mobile optimized, improve UX, and help business owners feel comfortable with making their own edits
- I provide business owners in the entertainment field with advice on how to add more value and grow their business online.

SEO Specialist and Client Liaison

Get The Clicks 08/12-04/13

- Managed customer satisfaction
- Performed on-page and off-page SEO, reputation management, GMB optimization, PPC campaign management, content creation and website audits for 12-15 clients at a time.

EDUCATION

Winter Park Tech

2011 - 2012

Web Development Certification

University of Central Florida

2006 - 2011

Bachelor of Arts | Minor in Business

Graduated with honors from the Burnett Honors College