Olivia Swann

Digital Marketing and SEO Specialist

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Overview

SEO and Digital Marketing Specialist with strong experience diagnosing and resolving technical SEO issues through comprehensive site audits, indexing improvements, and ongoing site maintenance. Skilled at optimizing site architecture, improving crawlability, and implementing on-page updates that increase search visibility, rankings, and organic traffic. Complementary strengths include content strategy, copywriting, social media management and editorial optimization.

Experience

Organic Growth Strategist | Freelance | Remote   **September 2024 - Present**

- Conduct visual and technical SEO audits, implement improvements, and optimize metadata, content, links, and landing pages.
- Implement backlinking strategies, including replacing broken links and securing guest posts, contributing to higher domain authority and increased referral traffic
- Provide content strategy recommendations informed by keyword research, search intent analysis, and competitive insights, guiding the creation and optimization of high-impact content
- Provide actionable SEO insights and content strategy recommendations to clients, resulting in measurable growth in organic search traffic and engagement
- Monitor SEO and website performance using SEMrush, Google Analytics, Search Console, and related tools, and prepare insights for internal teams.

Digital Marketing Specialist and SEO Editor | Leafwell | Remote   **March 2023 - November 2025**

- Conducted comprehensive keyword research to identify content opportunities, informing editorial planning and marketing campaigns
- Created outlines and optimized existing web content for clarity, engagement, and SEO best practices in collaboration with the Managing Editor, driving improvements in organic performance
- Collaborated with cross-functional teams to implement site improvements, including internal linking, metadata updates, and structured content enhancements
- Tracked and reported SEO performance using GA4, Ahrefs, and other tools to deliver actionable insights and data-driven recommendations
- Implemented content refreshes and optimization projects that increased organic traffic and supported long-term search authority
  - Planned and and oversaw the social media content calendar, aligning business objectives with audience interests to maximize reach and relevance, contributing to consistent growth in followers and impressions
  - Publish and optimize content across Meta, TikTok, YouTube, and LinkedIn, and Reddit tailoring messaging to platform-specific audiences and driving measurable increases in engagement, brand awareness, and lead generation
  - Built TikTok from the ground up, achieving 1,300 followers, 132K views, and a 7% engagement rate in 7 months — outperforming platform benchmarks.
  - Grew YouTube channel to 100K+ views and 3.1K watch hours in the past year, increasing watch time by 63% and subscribers by 46% (815 new). Achieved ~0.8% subscriber conversion per view and nearly 2 minutes average watch time, exceeding platform benchmarks.

- Report social media performance, analyzing engagement, and conversion data to identify growth opportunities and guide strategic recommendations

SEO Specialist | Veriheal | Denver, CO   **December 2021 - March 2023**
- Conducted keyword research and on-page optimization to improve search engine rankings and drive targeted organic traffic
- Developed and implemented content optimization strategies, including updating existing pages and creating SEO-friendly content to support lead generation
- Collaborated with cross-functional teams to implement SEO best practices in content creation
- Tracked and reported on SEO KPIs, including rankings, impressions, and organic traffic, providing actionable recommendations to stakeholders

Content Writer | NisonCo PR | Remote   **March 2021 - August 2023**
- Researched and wrote engaging SEO-maximized blog posts for clients and for agency
- Created email newsletters and in-house quarterly employee newsletter

Education and Certifications

BA | University at Buffalo | Buffalo, New York

MA | Universidad de Salamanca | Salamanca Spain

Front-end Developer Bootcamp | SheCodes