

OLIVIA SWANN

DIGITAL MARKETING AND SEO
SPECIALIST

CONTACT

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PROFILE SUMMARY

SEO specialist with a proven track record of enhancing online visibility and user engagement through data-driven strategies and innovative web design. Experienced in managing CMS platforms, optimizing website performance, and aligning SEO strategies with institutional goals.

EDUCATION

UNIVERSITY OF BUFFALO

- Buffalo, NY
- Bachelor's degree

UNIVERSIDAD DE SALAMANCA

- Salamanca, Spain
- Master's degree

SHECODES

- Front end developer bootcamp

SKILLS & TECHNOLOGIES

- Screaming frog, GA4, GSC, Ahrefs, Clearscope, PostHog, WordPress
- Keyword research
- Technical & content audits
- Copywriting and editing
- Responsive web design
- On page SEO
- Competitive analysis

PROGRAMMING LANGUAGES

- HTML
- CSS
- JavaScript

WORK EXPERIENCE

Freelance | Remote

2024 - PRESENT

SEO/SEM Consultant

Help clients improve their online visibility and achieve their digital marketing goals by conducting in-depth SEO audits, developing effective strategies, and implementing solutions to identified issues.

Leafwell | Remote

2024 - 2025

Digital Marketing Specialist

- **Social media strategy and platform management:** Planned social media content calendar, produced and scheduled social media content across platforms (e.g., Meta, Tiktok, X, LinkedIn), and managed video editor and graphic designer.
- **SEM campaigns:** Conducted keyword research, created ad copy for partners, tracked campaign performance, tested strategies, and optimized landing pages in collaboration with the digital marketing team.

SEO Editor

2023 - 2024

- **Copywriting and editing:** Wrote, refreshed, and refined web content, including blogs and website copy for clarity and engagement.

Veriheal | Denver, CO

SEO Specialist

2022-2023

- **Copywriting and editing:** Edited SEO-maximized website copy and other written media.
- **SEM/SEO campaigns:** Worked with contract SEO team and coordinated with Marketing team to execute both on and off-site SEO strategies

NisonCo | Remote

Content writer

2022-2023

- **Content writing:** Researched and wrote engaging SEO-maximized articles for the agency and clients
- **Email newsletters:** Designed and created monthly and quarterly newsletters