

ALEX ENGLISH

I am a Senior SEO Specialist with experience in content, technical and off-page SEO. Currently leading an SEO team of 6, I set the strategic direction for organic new user acquisition through landing page creation, optimisation and SEO product development, while training junior members of the team in SEO best practices. I thrive in fast-paced, challenging environments where I can both learn new skills and upskill those around me.

CORE SKILLS

ON-PAGE SEO

Content audits
Content strategy
Keyword research
Competitor analysis
Gap analysis
Featured snippet optimisation
CRO testing

OFF-PAGE SEO

Internal link audits
Backlink audits
Link prospecting
Link re-alignment
Outreach content

TECHNICAL SEO

Technical SEO audits
Site speed audits
International SEO
Developer management
Rich snippet optimisation
Schema best practices

DATA ANALYSIS

SEO reporting
SEO forecasting
Performance tracking
Algorithm update analysis

LEADERSHIP

SEO strategy + planning
OKR setting
Project management
Stakeholder management
People development

PROFESSIONAL EXPERIENCE

SENIOR SEO SPECIALIST, WISE

JUNE 2021 - PRESENT

- Manage a team of 6 SEO Specialists, onboard and train junior specialists in SEO best practices.
- Creation and implementation of quarterly plans for the SEO Product team.
- Prioritise SEO opportunities based on company and market-specific needs to drive growth.
- SEO forecasting - traffic and revenue, based on an incremental touch model.
- Reviewing and optimisation of SEO team processes to ensure speed and scalability of content production.
- Manage SEO team budget and headcount forecasts.
- Developer liaison for technical SEO implementation and SEO product development.
- Consult on company-wide SEO projects to ensure correct technical implementation.
- Provide insight to PMs and PMMs on global organic search demand.

- SEO monthly report lead and training team members in best reporting practices.
- Designer, PM and PMM liaison to ensure that SEO-led content converts.
- Domain migration support.

EDITORIAL SEO MANAGER, THE CULTURE TRIP

SEPTEMBER 2019 - JUNE 2020

- SEO team lead for the MEA/Oceania regions – responsible for content strategy and SEO education.
- Business priority keyword research, content gap analysis and commercial content brief creation.
- Consult on landing page structure and ensure best-practice technical SEO implementation.
- Algorithm update impact analysis and reporting.
- Support the professional development of 2 SEO Executives and assist managing their workload.
- Ownership of GetSTAT profile optimisation and report creation from new insights gained.
- Relationship management with SEO tool, Conductor.
- Set the direction for use of the project management tool, Monday.com

SEO SPECIALIST, WISE

JUNE 2020 - JUNE 2021

- Landing page ideation, prioritisation, creation and optimisation, quarterly planning support.
- Responsible for GB, FR and IT markets.
- On-boarding, training and development of 2 Junior SEO Specialists (Cantonese and Japanese markets).

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FREELANCE SEO, LICKD

DECEMBER 2019

- Content and technical SEO audit of the Lickd website and blog, recommendations provided.
- Competitor and content gap analysis performed, briefs created for SEO-led article commissions.
- Consulted on site migration to WordPress and subfolder URL structure.

DEPUTY EDITOR (SEO), MVF

APRIL 2019 - SEPTEMBER 2019

- Commercial and brand content strategy definition to meet, and ideally exceed, business targets.
- Keyword research, competitor analysis and content gap identification.
- Social media strategy (Twitter, Facebook and LinkedIn) and content creation.
- CRO testing – decision CTA implementation and subsequent optimisation.
- CRM strategy – working with the email team to identify and maximise remarketing opportunities.
- Assistance on large-scale projects such as brand audience definition and overall brand strategy.

SEO EXECUTIVE, MVF

SEPTEMBER 2017 - MARCH 2019

- Content creation – onsite content, outreach campaigns and guest posts.
- Category-wide content audits and subsequent recommendations.
- Responsible for constant assurance that all on-site content meets SEO best practice.
- Site speed and technical SEO audits and subsequent optimisations.
- Assistance on large-scale projects such as site migration and internationalisation.
- Featured snippet opportunity identification and optimisation.
- Off-page SEO, including backlink audits, link placement opportunity analysis and prospecting.
- CRO testing – user journey analysis, user persona research.

COMPUTER LITERACY

- Competent use of GSuite.
- Project management tools: JIRA, Trello, Monday.com
- Performance tracking tools: Google Analytics, GetSTAT, Google Search Console, Looker, MARS.
- SEO tools: Screaming Frog, DeepCrawl, Botify, Conductor, SimilarWeb, Lighthouse, SEMrush, Keywords Everywhere, Keyword Keg, AHrefs, Majestic SEO, SERP API, Content King.
- Prospecting + email tools: Pitchbox, MailChimp.
- CRO testing / user research tools: VWO, Optimizely, Hotjar, Informizely.
- Knowledge of HTML, CSS, Python (beginner), REGEX (beginner), SQL (intermediate), understanding of JavaScript.
- CMS / Website Builders: WordPress, Wix, Squarespace, Shopify.
- Social media management tools: Hootsuite.
- Design tools: Figma.

EDUCATION

MODERN LANGUAGES, FIRST CLASS BA (HONS)

GIRTON COLLEGE, CAMBRIDGE UNIVERSITY
2013-2017

- Major in French (Bilingual fluency).
- Minor in Spanish (Professional working proficiency).

A LEVELS

ST. ALBANS SCHOOL, HERTFORDSHIRE
2011-2013

- A Level: French (A*), Spanish (A*), Economics (A).
- AS Level: Maths (A), Critical Thinking (A).