



ANDREW COCO

SEO Manager
Los Angeles

web: www.andrewcoco.com
email: ac@andrewcoco.com
phone: 310.735.5898
 [linkedin.com/in/andrewcoco](https://www.linkedin.com/in/andrewcoco)
 twitter.com/ayyycoco

WORK EXPERIENCE

6.17- present + SENIOR SPECIALIST, SEO, SEM & ANALYTICS

HZDG

Los Angeles, CA

- Oversaw 7 retainer accounts including Salesforce.org, Volkswagen Service & Parts, Cohn & Wolfe, Rockefeller Center and Ryan Homes.
- Managed SEO strategy, and comprehensive site audits for 21 separate site migrations and site launches.
- Redefined organization SEO framework and retainer proposals to include a larger focus on content based link building and offsite SEO.
- Partnered with UX, Design, Development, Copywriting teams to provide documentation, recommendations and deliverables to support the SEO impact of their contributions to web projects.
- Crafted and presented monthly and quarterly reports on organic growth progress and future optimization planning.
- Implemented optimizations to Rockefeller Center resulting in 60% y/y increase in ticket purchases which resulted in 27% increase in revenue.
- Enhanced Salesforce.org organic search highlights include organic sessions increase of 11% y/y, the increased traffic contributed to a revenue increase of 750% compared to the previous year.
- Launched and managed paid search campaigns, including GDN and Gmail ads for 2 clients while the department was understaffed.

4.16 - 6.17 + SEARCH MARKETING ANALYST

DigitasLBI

San Francisco, CA

- Holistic SEM management for Taco Bell, Mattel (12 toy brands), and STARZ (3 TV shows) including keyword research, ad creation, trafficking, budget pacing, and ongoing campaign optimizations.
- Handled bid strategy optimization and daily checks on program KPIs, thresholds and campaign budget caps of campaigns with in total over \$4 million in annual spend.
- Implemented and wrote copy for Taco Bell ad copy test, testing different CTAs and headlines, which ultimately led to account wide 60% CTR lift.
- Recommended a unique SEM campaign to support a new Taco Bell product launch resulting in a 17% increase in store visits.
- 2016 Taco Bell highlights included 500% ROAS, 40% increase in SOV, and a localized keyword expansion resulting in 585% increase in Store Visits.
- Was chosen to be part of the team that successfully transitioned and restructured Mattel account from previous agency.
- Forecasted and recommended budget for 5 Mattel toy brand accounts, providing data-based rationale for these recommendations including spend data from Adwords, YouTube, Bing, Criteo and Amazon.

6.15 - 4.16 + SEO COORDINATOR

GearyLSF

San Diego, CA

- Conducted daily optimizations and monitoring of organic success for 18 accounts including BumbleBee Foods, Aramark and United Van Lines.
- Crafted multiple technical site audits, SERP analysis, back-link analysis, and keyword mapping deliverables for clients.
- Automated tasks in the research, reporting, and vendor ordering processes utilizing SEMrush API and Google Sheets which increased profitability.

ABOUT ME

I am passionate about digital marketing and helping clients grow to their full potential and solve their business problems with a balance of creativity and the correct implementation as well as interpretation of data-driven marketing techniques and results to make profitable and sustainable marketing decisions.

OBJECTIVE



Gain the position of SEO Manager at an innovative company that is eager to grow, and has a company culture that encourages creativity, where I can develop new skills and gain valuable experience alongside a driven staff and innovative leadership.



QUALIFICATIONS

Integrated Digital Marketing:

I have experience in many aspects of online marketing and have a proven record of driving results with data-driven channel specific strategies.

Search Marketing:

My background in SEO/SEM allow me to comprehend audience intent and tap into motivation factors to move them towards conversions.

Problem Solving:

I am a curious, intuitive problem solver and always attack marketing projects by figuring out the core issues I am trying to solve and use all resources available resolve them.

- Created a new competitive SERP analysis focused on gaining Featured Snippets results.
- Formulated a new link building service line to capitalize on unlinked brand mentions for our clients.
- Conducted content based outreach for an e-commerce site with a 29% response rate, 7% link placement rate, and a content partnership with one of the largest informational websites in the industry.

12.14 - 6.15

MARKETING ASSOCIATE

DiveryFund

San Diego, CA

- Managed all organic and paid Facebook, SEM, email and SEO campaigns which included daily optimizations and weekly audience testing.
- Formulated a measurement plan with different KPIs for different stages of marketing funnel which compiled data from multiple sources into Excel.
- Implemented HubSpot to create a lead scoring strategy to better convert leads using an email campaign in InfusionSoft CRM.
- Created the framework and strategy for large scale SEO focused content marketing initiative including eBooks, webinars, a blog, and videos.
- Optimized on page copy and CTA placement on WordPress site for increased conversions.
- Created all Social and Display creative assets as well as physical flyers using Adobe Illustrator and Photoshop.

1.11 - 3.14

MARKETING / PROMOTIONS ASSISTANT

Caique Jiu-Jitsu

Lomita, CA

- Designed advertising flyers, all promotional merchandise and branding for jiu-jitsu tournaments.
- Drafted Facebook, Instagram and YouTube content and targeting strategy.
- Provided comprehensive SEO audit as well as technical and on-page content recommendations.

3.13 - 12.13

MARKETING INTERN

East County Magazine

La Mesa, CA

- Prospected potential advertisers and made cold calls to acquire donations from businesses in the San Diego area.
- Helped to create and manage a database of clients and potential leads for advertising team.
- Designed web and print advertisements for advertising clients as well as company events.

EDUCATION

2014

B.S. BUSINESS ADMINISTRATION, MARKETING

San Diego State University

Deans List

Marketing Officer, Small Business Consulting Group

Presented Consumer Analysis at Student Research Symposium

VOLUNTEER WORK

3.16 - 6.17

READING TUTOR

Reading Partners, San Francisco

4.13 - 12.15

PLEDGE DRIVE VOLUNTEER

KPBS, San Diego

CERTIFICATIONS

Double Click Search Fundamentals
 Google Analytics Essential Training
 Optimizely Fundamentals
 Google AdWords Certification
 Google Mobile Advertising Certification
 HubSpot Inbound Certification
 HubSpot Content Marketing Certification

LANGUAGES

English
 Brazilian Portuguese (Basic)

PROFESSIONAL SKILLS

