

M a t t B o e h l e r



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Lincoln Park, Chicago

LEADERSHIP SKILLS

Brand Strategy

Budget Management

Coaching

Customer Relationship Management

Project Management

Team Leadership

Vendor Management

SEO & MARKETING SKILLS

Content Optimization

Keyword Research & Data Analysis

Link Prospecting & Building

Market Research

PPC & UX Collaboration

Scalable Link Building

SERP Analysis

Technical Website Auditing

Web Development

Writing & Editing

PROFILE

12+ years of experience helping clients achieve sales and marketing goals by developing successful digital marketing campaigns and long-term SEO strategies. B2B professional with significant start-up, software and agency experience. Achieves quick wins while focusing on stable SEO practices.

WORK EXPERIENCE

SEO DIRECTOR | January 2022 – present
ABT ELECTRONICS (Glenview, IL)

SEO DIRECTOR | December 2020 – December 2021

ALL CAMPUS (Chicago, IL)

Cultivate strong relationships with clients, critical industry partners and vendors. Assess and quantify new business opportunities, and advise on RFPs as subject matter expert and strategist.

- Pilot A/B testing on organic website elements that achieved an average lead-form completion uplift of 123%.
- Pioneer search query intent tiers for keyword rank tracking that integrated with custom intraday reports, enabling enhanced insights and more effective optimizations to strategies during key periods.
- Produce training curriculum to educate team members on industry best practices, strategies and tactics, and analytical methodologies.
- Explore new technologies and solutions to improve efficiency and scalability, and negotiated favorable rates for evaluative period and beyond.

Key Accomplishment:

- Maintain ROI year-over-year on 24% growth in website traffic against a considerable increase in competition in the industry.

SEO MANAGER | May 2016 – December 2020

ALL CAMPUS (Chicago, IL)

Developed and execute strategies to increase quality organic traffic for client websites. Acquired top search prominence for high-intent keywords.

- Developed strategies for 24 universities with 71 academic programs across business, cybersecurity, engineering, healthcare, and social work industries.
- Led SEO team (Coordinator & Specialist), including coaching through quarterly performance reports and setting yearly goals aligned to company core values.
- Collaborated with account managers, sales reps and executives to consult on organic performance and address strategic organic initiatives.

Key Accomplishment:

- Grew traffic for top-tier university programs upward of 250% by increasing article production 608% year-over-year.

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TECHNICAL TOOLS

Google Ads, Analytics, Keyword Planner, Office, Optimize, Search Console, Tag Manager, Trends

Ahrefs, Majestic SEO, Screaming Frog, SEMrush, STAT by Moz, Supermetrics, URL Profiler

Clearscope, ContentKing, Content Harmony, Frase, MarketMuse, Topic

ActiveCampaign, Hubspot, Salesforce, Velocify

Asana, Slack, Trello

Buzzstream, Cision, HARO, Ontolo, Pitchbox

CSS, PHP, JavaScript, jQuery, WordPress, X/HTML

Optimizely, Oracle Eloqua, Vidyad, Visual Website Optimizer

EDUCATION

Bachelor of Science, Communications
Northern Illinois University

WORK EXPERIENCE CONT.

SEO SPECIALIST | Jul 2014 – May 2016

ALL CAMPUS (Chicago, IL)

Hired to manage revenue-share and fee-for-service clients, including paid search campaigns and organic websites. Within 2 years, I was promoted to SEO Manager.

- Collaborated on overall content strategy for the organic and paid search channels by assessing top-performing keywords and landing pages.
- Built relationships across numerous clients, serving as a trusted advisor on both content and technical SEO.
- Assisted in managing two writers, one specifically for SEO, to develop content for internal and external websites, e-mails, paid ads and other media.

Key Accomplishments:

- Grew leads for major fee-for-service client by 100% and increased traffic 320% within the first 9 months of work.
- Collaborated faculty with in-house content team to develop third-party content, increasing backlinks and linking domains for universities.

SEO MANAGER | Dec 2012 – Jul 2014

SUREPAYROLL (Glenview, IL)

Responsible for increasing traffic, leads and customers through the organic channel. Combined efforts included managing content team to increase blog posts, working alongside media buys to add backlinks and continuously optimizing on-site content.

- Oversaw content development for expansion of company's blog, introducing a new channel to generate traffic, capture leads and convert customers.
- Collaborated with paid search team to develop new content sections, increasing organic traffic via keyword research and content refinement.
- Managed content tests (A/B, multi-variate) for top lead-generating pages.

Key Accomplishments:

- Increased leads and sales 29% YOY on company's highest lead- and sales-generating webpage by running and refining multivariate test over 6 months.
- Grew leads 27% and sales 35% YOY to company Homepage by optimizing above-the-fold content and incorporating video.
- Improved leads and sales conversion rates 175% and 207% YOY, respectively, for mobile visitors by strategizing and developing code for the first mobile-optimized version of company website.

WEB DEVELOPER | Jun 2009 – Dec 2012

SUREPAYROLL (Glenview, IL)