

# KYLE RISLEY

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I am a curious, self-motivated SEO pursuing new challenges. I am seeking a data driven, empathetic environment that prioritizes testing, user experience, and wholistic marketing principles in its SEO efforts.

## EXPERIENCE

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- January 2013 - Present      **Vistaprint**, Waltham, MA, *Senior SEO Specialist*
- Responsible for global organic search performance of 22 domains, worth \$245MM annually.
  - Was fully embedded in a development squad for several months to assist in a simultaneous HTTPS migration and URL rewrite, participating in agile development ceremonies.
  - Wrote requirements in Gherkin for a site restructure, resulting in a 98% reduction in crawlable URLs, an increase in average sitemap indexation from 15% to 78%, and a 12% increase in non-branded organic traffic.
  - Evangelized SEO across the organization to product owners, developers, PR, and more.
- September 2016 - Present      **LiftVault.com**, Somerville, MA, *Webmaster*
- Started own site offering free weight lifting programs via Google Sheets.
  - Grew organic search traffic to over 6,500 sessions per week.
  - Monetized through Google AdSense and affiliate partnerships.
- January 2013 – Present      **KyleRisley.com**, Somerville, MA, *SEO Consultant*
- Provided site audits for clients, which included recommendations for site architecture, keyword strategy, site performance, and competitive analysis.
  - Worked in the following verticals: eBooks, dentistry, SaaS, apartment rentals, and lyrics.
  - Presented “SEO in 2017” to the Boston Growth Meetup group.

## TECHNICAL SKILLS + INTERESTS

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- Skills      HTML, JavaScript SEO, HTTP, Gherkin, Google Analytics, Google + Bing Search Console, Botify, DeepCrawl, Moz, Majestic, Fiddler, and SEMRush.
- Interests      Powerlifting, concerts, movies, and reading.

## WRITING

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- February 2015 – November 2016      Mathys + Potestio, Portland, OR, *Contributor*
- “Humans or Bots? Style vs. Substance in your SEO Copy”
  - “SEO Techniques for Non-Specialists: Writers, Designers, Developers”
  - “How to Optimize Site Speed and Why It Matters More Than Ever”

## EDUCATION

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- December 2012      Bachelor of Science in Business Administration, Northeastern University, Boston, MA.  
Major: Marketing, Minor: Economics, GPA: 3.7