

BRIAN RUBIN

Summary

Expert in:

- Content generation, planning and execution
- On-site usability and SEO best practices, diagnosis and implementation
- Content management system installation, manipulation and implementation
- Learning new skills and adapting to new situations

Expert knowledge of:

- Various web programming languages
- Analytics and diagnosis platforms

Technical Skills

- HTML, CSS, JavaScript, PHP
- Search Engine Optimization (SEO)
- Google Analytics and Tag Manager
- WordPress and other CMS
- AMP template design
- Microsoft Office and Google Docs
- PC setup and installation

Business Skills

- System Operations Training
- Search Engine Optimization
- Journalism
- Quality Control
- Account Management
- Customer Service

Professional Experience

Wpromote, El Segundo, CA

September 2011 – July, 2019

SEO Manager/Senior SEO Developer

An Internet marketing firm specializing in SEO, PPC, SMO, small business services, and more.

- Worked in development of WordPress templates, creating Google Apps scripts, diagnosing and implementing site speed improvements and fixing CSS issues.
- Diagnosed hundreds of websites for managers and sales professionals to service potential and existing clients.
- Assisted managers to best implement on-site content and tags for client websites and YouTube videos.
- Successfully handled well over a dozen clients through positive and honest communication, properly managing tasks and expectations in a timely fashion.
- Created full-blown SEO strategies for several new clients, as well as inheriting existing clients and adapting to their existing strategies.
- Handled with a wide range of issues, from client questions to search engine algorithm changes while still helping clients achieve better organic rankings.
- Managed several off-site writers building copy for all of my clients.

Space Game Junkie, Los Angeles, CA **August 2011 - Present**

Owner/Operator

An online blog, podcast, YouTube channel and Steam curator covering space video games.

- Created a new brand which has gained nearly 7,000 subscribers on YouTube.
- Created a weekly podcast in which we talk to developers or cover relevant topics.
- Regularly create video content based on new or classic games.

Freemont College, Los Angeles, CA **September 2011**

Instructor – Search Engine Optimization

A local college with online and on-campus courses in business, health and marketing courses.

- Created a lengthy and detailed course syllabus for a three-week course.
- Successfully taught the concepts of SEO to students completely new to it.

180Fusion, Ladera Ranch, CA **April 2011 - September 2011**

Freelance SEO Copywriter & Analyst

An SEO firm specializing in search engine optimization services for small businesses.

- Successfully engaged in keyword research in order to find more targeted terms for my client's SEO strategy.
- Edited existing content to make it more aggressive and targeted towards my client's SEO strategy, and wrote new content in order to make client's website more authoritative.

Busy Bee SEO, Los Angeles, CA **April 2011 - September 2011**

Freelance SEO Technician

An SEO firm specializing in helping small businesses achieve better rankings.

- Successfully used FTP, HTML coding and knowledge of server techniques to implement SEO changes to a client's website.
- Successfully diagnosed a client's website for SEO-related issues that need to be implemented.

The Phelps Group, Santa Monica, CA **April 2011 - September 2011**

Freelance SEO Copywriter

An SEO and design firm specializing in creating, revising and optimizing websites.

- Successfully created hundreds of title and meta tags to help with client's relaunch of an existing client website in a prescribed time period.

Image Works Communications, Woodland Hills, CA **April 2011 - September 2011**

Freelance SEO Copywriter & Analyst

An SEO and design firm specializing in creating, revising and optimizing websites.

- Spent time successfully doing keyword research to come up with a final list of aggressive, targeted keywords.
- Rewrote and engineered client copy to make it more SEO friendly.

Apollo Interactive, Culver City, CA

July 2007 - Dec 2010

Search Program Manager

An interactive advertising agency that executes online media and Internet marketing initiatives that deliver measurable business results for its clients.

- Wrote SEO copy for hundreds of pages of content on a wide variety of topics, including window coverings, health insurance, auto insurance, eyewear and more.
- Successfully created and managed SEO projects for clients such as WellPoint, Smith and Noble and Eye Care Centers of America, adding value to their existing brands and increasing natural search engine traffic several times over.
- Devised SEO content and link building strategies for many successful lead generation web portals.
- Helped in the creation of half a dozen SEO-centric websites by working with internal teams of programmers and artists to make the websites conform to proper SEO practices.
- Successfully took on dozens of large projects involving content and link building and finished them on time and on task.
- Created detailed reports to convey to clients and internal team members how much progress has been made in terms of natural ranking and traffic.
- Used several analytical tools such as Google Webmaster Tools, SEO-Browser and others to properly identify and diagnose SEO issues and came up with effective strategies.

Submit Express, Burbank, CA

Feb 2005 – May 2007

Search Engine Optimization Technician

An SEO firm that specialized in optimizing websites for small to medium sized businesses.

- Through successful optimization practices, put dozens of websites into the top ten of Google, MSN and Yahoo for their desired keywords.
- Successfully optimized nearly 200 websites using HTML hand coding.
- Added value to several of websites through the addition of content and better navigation.
- Efficiently worked with clients to find the best balance between style and substance in regards to changing their website to be more SEO friendly.

Newsfactor Network, Woodland Hills, CA

Aug 2004 – Feb 2005

Temporary Editor

A technology journalism company specializing in web-based magazines covering a wide range of technological and business-related subjects.

- Gathered syndicated news pieces for placement in Google News.
- Wrote news blurbs and summaries for dozens of articles each day.

Netpaths Web Design, Torrance, CA

July 2004 – Aug 2004

Part-Time Web Development/Search Engine Optimization Consultant

An SEO firm specializing in helping businesses achieve better natural search engine rankings.

- Learned intermediate skills in SEO, web development, and Macintosh usage.
- Worked with team members and clients to facilitate search engine optimization changes.

Education

West Chester University, West Chester, PA
Bachelor of Science, Elementary Education.