

Barbara Wharton (formerly Barbara Le)

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A passionate SEO professional with over 10 years of experience with a proven track record of success. Strong talent for performing keyword research, technical audits, competitive analysis, onsite and offsite optimization. Has developed effective roadmaps and content marketing strategies delivering positive results to amplify growth. Encompasses deep analytical and perceptiveness skills, as well as excellent communication abilities and a collaborative mindset to work effectively with diverse teams. A self-driven individual with exceptional organizational and problem-solving skills, who is motivated to support the organization's vision and business objectives.

CORE COMPETENCIES

- SEO Tools: Ahrefs, BrightEdge, Buzzstream, Conductor, Majestic, Moz, Screaming Frog, SEMrush
- Data & Analytics: Adobe Analytics, Bing Webmaster Tools, Google Analytics, Google Search Console, Power BI
- Technical & Web: Drupal, CSS, HTML, Python, Schema Markup, Sitecore, Sitemaps, XML, WordPress
- Software & Project Management: Adobe Dreamweaver, Adobe Photoshop, Adobe XD, Adobe WorkFront, Basecamp, ClickUp, Microsoft Office, Slack, Trello

QUALIFICATION HIGHLIGHTS

- Developed SEO strategies and established roadmaps to align with business objectives and meaningfully maximize organic growth.
- Owned SEO performance, dashboards, and data from other platforms to articulate performance progress and using insights to inform future strategies as well as tying outcomes to measurable KPIs including revenue and customer acquisition.
- Collaborated with cross-functional teams to execute SEO and technical priorities to balance organic growth with excellent user experience.
- Facilitated A/B testing to improve on-page engagement and site conversions.
- Led, mentored and motivated best-in-class team of SEO specialists, providing them with both an inspiring vision and clear performance goals.
- Conducted regular technical site audits to ensure superior web performance and address user-related issues.
- Partnered closely with editorial leadership and freelance writers to evolve and refine SEO content strategy supporting YML and E-A-T for both new and existing content.
- Developed and maintained editorial calendars, content plans, and workflows that ensure content is produced on schedule and can be repurposed to support SEM and social media efforts.
- Staying up-to-date with industry trends, best practices, and algorithm updates that impact search engine rankings.

WORK HISTORY

W.B. Mason – Director of SEO

01/2022 – 02/2023

Cleveland Clinic – Digital Marketing Manager II

06/2021 – 01/2022

Cleveland Clinic – Digital Marketing Manager I

11/2019 – 06/2021

Tarkett – Digital Marketing Manager

09/2017 – 11/2019

EDUCATION

Baldwin Wallace University – Public Relations

05/2010