

BARBARA (LE) WHARTON

SEO Director with 10+ Years of Experience

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📍 Cleveland, OH



EXPERIENCE

Director of SEO

W.B. Mason

📅 2022 - 2023

📍 Brockton, MA (Remote)

- Developed and managed SEO goals and roadmaps to support business objectives
- Assembled and maintained analytic reports to convey progress, share insights, and impact on business revenue with executive leaders
- Performed regular SEO technical analysis and identified areas of improvement with web developers
- Advocated for best SEO practices and collaborated closely with cross-functional teams including engineering, merchandising, SEM, social, and design to execute SEO strategies
- Achieved a 166% increase in the top 3 positions for non-branded terms, increasing organic sessions by 176%

Digital Marketing Manager II

Cleveland Clinic

📅 2021 - 2022

📍 Cleveland, OH

- Assembled and led a team of 12 new SEO associates, provided support to fuel career growth and training
- Managed technical SEO efforts with the development team to enhance page experience and boost core web vitals, decreasing LCP by 1.2+ seconds
- Assembled link-building strategies and increased backlinks by 20% from qualified websites
- Increased organic sessions by 115% and grew keyword portfolio by 85%, acquiring search market share from top competitors including first positions and rich snippets

Digital Marketing Manager I

Cleveland Clinic

📅 2019 - 2021

📍 Cleveland, OH

- Achieved 1st position on Google search result page for relevant keywords, a 142% increase (60,000+ terms)
- Managed and counseled freelance writers on how to build SEO content to support YMYL and E-A-T
- Established new project management tools and processes to incorporate SEO into existing workflows

Digital Marketing Manager

Tarkett

📅 2017 - 2019

📍 Solon, OH

- Initiated SEO strategy for the North American market and fostered the expansion of SEO on a global scale to align efforts with corporate objectives
- Partnered closely with designers and writers to optimize on-site content and devised systems to improve efficiencies
- Increased relevant keywords in the Top 3 by 43% contributing to a 55% increase in organic traffic

Senior SEO Strategist

Linkmedia 360, a GlynnDevins Company

📅 2015 - 2017

📍 Independence, OH

- Led content strategy and web development for clients resulting in rankings for Google Quick Answers that drove an additional 2,000+ new visits daily
- Implemented SEO strategies contributing to a 30% increase in traffic and assisted in an increase in revenue of 22%
- Strengthened clients' websites utilizing Google Analytics to uncover hidden UX opportunities and improve online conversions and usability, especially on mobile devices resulting in a decrease in abandoned rate of 18%

Digital Marketing Strategist

Linkmedia 360, a GlynnDevins Company

📅 2014 - 2015

📍 Independence, OH

- Managed a \$175,000+ SEO project that incorporates all aspects of technical and web enhancements, driving a 42% increase in organic traffic that resulted in a 48% increase in online conversions
- Developed responsive-design strategies to focus on mobile usability that improved mobile ranking and conversions by 12%

SEO Strategist

Rosetta Marketing Group (merged with Razorfish)

📅 2013 - 2014

📍 Cleveland, OH

- Monitored and executed SEO strategies for major retail, hospitality, and financial clients including Citizens Bank, Cub Cadet, Marriott, MTD Parts, Nationwide, Saucony, Sephora, Sperry, and Saucony
- Measured and analyzed monthly site performances; presented results in monthly and quarterly meetings with key client stakeholders, including C-suites executives

SKILLS

SEO

Ahrefs BrightEdge Buzzstream
Conductor Majestic Moz
Screaming Frog SEMrush

Data & Analytics

Adobe Analytics
Bing Webmaster Tools GA4
Google Search Console Power BI

Technical & Web

Drupal HTML/CSS Python
Sitecore XML WordPress

Software & Project Management

Adobe Dreamweaver Adobe
Photoshop Adobe XD Adobe
Workfront Basecamp ClickUp
Microsoft Excel Microsoft
Powerpoint Slack Trello

CERTIFICATIONS

Google Analytics 4, 2023

Certification ID: 146167513

SEMrush, 2023

Google Analytics, 2019

BrightEdge, 2014

VOLUNTEER WORK

Board Member

User Experience Professionals
Association, Cleveland Chapter
2016 - 2018

Speaking Engagements

Content Marketing World 2021
SEO Cleveland Clinic Speaker
Importance of Core Web Vitals

SSA Vegas Roundtable 2016
Digital Marketing Speaker
How to Structure a Website

ISS Vegas 2016
Digital Marketing Speaker
Importance of Local SEO

Education

BACHELOR OF ARTS / PUBLIC
RELATIONS

Minor in Biology
Baldwin-Wallace University
May 2010