

REX CAMPOSAGRADO, MBA

6 Wheaton Ctr, Unit 111
Wheaton, IL 60187

<https://rexcamposagrado.com/>

Phone: 847-708-8844
Email: rexjoec@gmail.com

SEO & DIGITAL MARKETING PROFESSIONAL

With over 20 years of experience in SEO and digital marketing, I have a proven track record in driving online success for diverse clients. Recognized with a BrightEdge Edgies Award in 2018 for exceptional SEO performance, my expertise spans enterprise-level SEO in both agency and in-house settings. My blend of practical experience, academic knowledge, and passion for SEO makes me a valuable asset for enhancing any organization's digital presence.

PROFESSIONAL HISTORY

SEO Consultant – Rex Digital Marketing LLC (11/2012-Present)

- Freelance SEO consultant for various enterprise-level agencies, organizations, and universities doing project work specializing in SEO utilizing enterprise SEO platforms, such as BrightEdge, Conductor, and SEMrush.

Adjunct Instructor – Digital Marketing, Computer Systems Institute (1/2020-1/2021, 5/2023 – 4/2024)

- Teaching part-time - Business, Marketing, and Digital Marketing concentrations. Responsible for planning and delivering in-class instruction with approved curriculum.

Sr. Connections Manager Organic Search - ECCO Select (5/2023 – 4/2024)

- Contract role as an SEO contractor for WPP - VMLY&R provide guidance to the agency and client on the implementation and use of SEO strategies. Clients include: US Navy, Colgate, Haleon, AstraZeneca, General Mills, Pearson Education / Boundless Learning - Norwich University, Duquesne University, Wake Forest University, The George Washington University, University of North Dakota, Maryville University, University of Nevada Reno.

SEO Director, Empire Today (6/2022-12/2022)

- Managing an SEO Team of 3 (Technical SEO, SEO Specialist, and SEO Content Writer) and creating SEO strategies to help increase organic traffic to the company's websites.

Senior SEO Marketing Analyst – SEO Lead, Northwestern Mutual (10/2021-6/2022)

- Sole member of the in-house Northwestern Mutual SEO team managing an SEO agency and creating SEO strategies to improve Organic Search. SEO evangelist demonstrating the importance of SEO.

Organic Search – SEO Manager, AARP (7/2021-9/2021)

- Contract role (3-months): Managing 10 AARP properties. Serve as an SEO liaison, evangelist, and go to person for SEO related questions. Trained and mentored content writers on SEO best practices. **Director of SEO**, Abt Electronics (9/2020-7/2021)
- Increased Organic Impressions by 116% and Total Organic Keywords by 27% within 8 months
- Managed a team of 7 - Technical SEO, Off-Page SEO, and On-Page SEO & SEO Content Writing for e-Commerce site and blog.

Director of Digital Marketing, EON Clinics (1/2019-9/2020)

- Managed four subordinates. Increased organic traffic by 376% with a 139% increase of keywords ranked on Page 1. Increased online leads from 130 to 250 consults per week on average.
- Helped decrease bounce rates by 20-30% & increased leads by 48% through UX.

SEO Manager – Scranton Gillette Communications (4/2017-1/2019)

- Proposing, developing, managing, and executing SEO strategy across 19 magazine brands to ensure editorial web. Managed two SEO Specialists.
 - [Increased overall pageviews for 16 websites combined by 33%](#) in 5 months.
 - BrightEdge 2018 Edgies Award Winner for Performance & Results.
 - Involved in monthly SEO trainings / Lunch & Learns teaching SEO and Digital Marketing strategies.

Webmaster – Vasco Data Security (1/2015-4/2017)

- Monitor, optimize, troubleshoot, and maintain all of Vasco’s websites. Solve incoming support tickets related to the website’s behavior & content. Function as the liaison between the business stakeholders and IT. Monitor and analyze web statistics and formulate web and SEO recommendations.

SEO Technical Specialist/ Digital Marketing – CCC Information Services, Chicago, IL (3/2014-1/2015)

- Develop and execute the company product’s SEO and SEM - PPC strategy working with the Media, Marketing, and Technology teams. [Increased Page views by 85% within 6 months.](#)

SEO / Web Marketing Manager - Cancer Treatment Centers of America, Schaumburg, IL (4/2013-3/2014)

- Managed e-commerce site and performed SEO, search engine marketing, email marketing, social media marketing, press releases, web development, and web analytic reporting duties. Managed a marketing assistant.

Director of SEO and Web Analytics - Zacks Investment Research, Chicago, IL (10/2009-3/2013)

- Managed organization-wide Search Engine Optimization (SEO), content marketing, affiliate marketing, and social.
- [Increased Organic Traffic by 150% through SEO and helped increase conversions by 400% within first 8 months.](#)
- Managed a team of 5 employees. Trained over 60 editors and mentored SEOs and marketing team on SEO.

PROFICIENCY

SEO – On-Page SEO, Off-Page SEO, Technical SEO, MOZ, BrightEdge, Conductor, SEMrush, STAT, Google Search Console, Bing Webmaster Tools, Screaming Frog SEO, Majestic, Ahrefs, Link Building, XML Sitemaps, Video SEO, & Image SEO

Analytics – Adobe Analytics, Google Analytics Certified, Tableau, Omniture Site Catalyst, Data Mining, SQL, Google Data Studio, Looker Studio

Webmaster, CRM & Project Management – HTML, CSS, ASP.net, PHP, Adobe Creative Suite, WordPress, Drupal, Joomla, Shopify, NopCommerce, SDL Tridion, Kentico, Salesforce, Eloqua, HubSpot, Basecamp, JIRA, Asana, ActiveCollab, Microsoft Project, Version One, Monday.com SmartSheet

Email Marketing – Constant Contact, Bronto, Mail Chimp, NeoLane

User Experience – Optimizely, Google Optimize, Hotjar, Crazy Egg, Mouseflow, Clicktale

EDUCATION & TRAINING

*Concordia University Chicago – College of Business
MBA in Digital Marketing – GPA 3.90*

*DeVry University-Illinois
Bachelor of Science, Communications; Emerging Media Communication Specialization
Summa Cum Laude – May 2015 GPA 3.95*

*University of Illinois at Chicago, Chicago, IL
Liberal Arts and Sciences: Art & Design. May 1992*

Certifications: BrightEdge Certified Professional, Conductor All-Star and MVP Certifications, Google Ads Certification, Google Analytics Individual Qualification, MOZ SEO, SEMrush Certifications, User Experience Design – Georgia Institute of Technology, LinkedIn Learning: “Using AI as Your SEO Assistant”, “Generative AI: The Evolution of Thoughtful Online Search”.