

REX CAMPOSAGRADO

Sr. SEO Manager | SEO Director

PROFESSIONAL SUMMARY

Visionary and goal-driven SEO with 15+ years of experience in enhancing search visibility and driving significant organic growth for eCommerce sites. Successfully implemented SEO strategies that led to a 277.5% rise in Organic Impressions and a 30% increase in Organic Search sessions. SEO Expert in leveraging AI Overviews (AIO) and GEO strategies to boost visibility and engagement by 33%.

EMPLOYMENT HISTORY

GROWTH MARKETING, SEO <i>Lawson Products</i>	Nov 2024 - Present <i>Chicago</i>
- Drive SEO strategies for eCommerce sites in US and Canada, enhancing search visibility. In 8 months, saw a 277.5% rise in Organic Impressions. 30% increase in Organic Search session, making SEO the top traffic channel compared to all other channels in the company's history. - Grew Organic Impressions by 277.5% through implementation of SEO strategies for eCommerce in US & Canada. - Enhance Google AI Overviews content by creating & streamlining GEO strategies, growing AI visibility by 33%.	
SEO CONSULTANT <i>Rex Digital Marketing LLC</i>	Nov 2012 - Present
- Provide freelance SEO consulting for enterprise clients using platforms like BrightEdge, Conductor, and SEMrush. - Experienced in providing tailored SEO strategies for small and medium-sized businesses, while also delivering comprehensive SEO to large corporations to enhance their online visibility.	
SR. CONNECTIONS MANAGER, ORGANIC SEARCH <i>ECCO Select (WPP - VMLY&R)</i>	May 2023 - May 2024
- Lead SEO strategies for diverse clients, enhancing visibility and driving measurable growth. - Collaborate with teams to optimize search performance, achieving significant traffic increases. - Analyze data to refine SEO tactics, resulting in improved rankings across competitive industries. Reason for leaving: Contract (1 year).	
ADJUNCT INSTRUCTOR (PART-TIME) <i>Computer Systems Institute</i>	May 2023 - Apr 2024
- Planned and delivered classroom instruction for business and digital marketing courses. - Evaluated student progress through assessments, enabling targeted feedback and substantial improvements in overall course performance.	
ORGANIC SEARCH – SEO MANAGER <i>AARP</i>	Jul 2021 - May 2023 <i>Remote/Washington DC</i>
- Managed 10 digital properties and acted as SEO liaison and trained content teams. - Implemented targeted SEO strategies, enhancing organic search visibility and driving substantial improvements in organic traffic. - Reason for leaving: Remote role turned to on-site in Washington D.C. after COVID.	
DIRECTOR OF SEO <i>Abt Electronics</i>	Sep 2020 - Jul 2021
Increased organic impressions by 116% and keywords by 27%.	

- Managed SEO team of 7. Proven success in leading SEO initiatives and optimizing search engine performance using BrightEdge and other SEO tools.

DIRECTOR OF DIGITAL MARKETING

Jan 2019 - Sep 2020

EON Clinics

- Grew organic traffic 376%. Boosted weekly leads and improved UX to reduce bounce rates.
- Skilled in utilizing BrightEdge, Optimizely, and Google Ads to drive digital marketing strategies.
- Reason for leaving: Laid off due to COVID.

SEO MANAGER

Apr 2017 - Jan 2019

Scranton Gillette Communications

- Managed SEO for 19 brands. Increased pageviews by 33% in 5 months.
- Honored to have won the 2018 BrightEdge Edgies Award for Performance & Results, surpassing 200 nominees from both agency and enterprise companies to recognize outstanding achievements in search engine optimization.
- Directed comprehensive SEO strategies for 19 brands, achieving significant increases in organic traffic and enhancing online visibility.

WEBMASTER

Jul 2014 - Apr 2017

Vasco Data Security

Oakbrook Terrace, IL

- Managed corporate websites and SEO performance metrics.
- Enhanced SEO strategies across 200 websites, driving measurable improvements in organic traffic and boosting online visibility.

SEO / WEB MARKETING MANAGER

Apr 2013 - Mar 2014

Cancer Treatment Centers of America

Schaumburg, IL

- Led SEO, PPC, email, social media, and analytics.
- Implemented targeted PPC campaigns, optimizing ad spend to achieve substantial gains in lead generation for patient services.
- Reason for leaving: Corporate office relocated to Boca Raton, FL.

DIRECTOR OF SEO AND WEB ANALYTICS

Oct 2009 - Mar 2013

Zacks Investment Research

- Grew organic traffic by 150% and conversions by 400%.
- Managed a team of 5. Directed SEO strategy and Web Analytics that drove substantial improvements in organic traffic and conversion rates.

EDUCATION

MBA, DIGITAL MARKETING

Concordia University – Chicago, 2019

GPA: 3.90

Bachelor of Science [B.S.] in COMMUNICATIONS

DeVry University, 2017

Summa Cum Laude, GPA: 3.95

CERTIFICATIONS AND LICENSES

BRIGHTEDGE CERTIFIED PROFESSIONAL 2024

BrightEdge

CONDUCTOR ALL-STAR & MVP, 2023

Conductor

GOOGLE ADS CERTIFICATION 2021

Google

GOOGLE ANALYTICS IQ 2021

Google

USER EXPERIENCE DESIGN 2023

Georgia Tech

SKILLS

Google Search Console, Content Strategy, Technical SEO, On-Page SEO, Off-Page SEO, Keyword Research, Link Building, Backlink Analysis, Competitor Analysis, Site Audits, Data Analysis, Google Ads, Email Marketing, Social Media Marketing

Technical skills

- SEO – Search Engine Optimization, Organic Traffic growth, ranking improvements, Schema Markup / Structured Data, Mobile SEO, Page Speed Optimization, UX/UI Optimization,
- SEO Tools (e.g., BrightEdge, Conductor, OnCrawl, Content King, Semrush, Ahrefs, Screaming Frog SEO)
- Analytics Reporting - Google Analytics, Adobe Analytics
- Reporting Automation - Hubspot, Salesforce, Tableau, Power BI
- Programming – HTML, CSS, ASP.net, php, SQL, Python
- Content Management Systems (CMS) – WordPress, Drupal, Shopify,

ADDITIONAL INFORMATION

AWARDS

BrightEdge Edgies Award

Honored to have won the 2018 BrightEdge Edgies Award for Performance & Results, surpassing 200 nominees from both agency and enterprise companies to recognize outstanding achievements in search engine optimization.