

Andrew W. Garcia



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Summary

Andrew W. Garcia specializes in organic search engine marketing. Over the course of his career, he has successfully had multiple Google penalties removed, worked on over 100 websites from different verticals, developed numerous scalable link building programs and managed national scale directories. He has 5 years of SEO experience which includes 4 years of leadership and management.

Education

California State University Fullerton
2009-2011 | Bachelor of Arts in Business Administration; Marketing Concentration

Experience

SEO Manager | August 2015 – Present
Recovery Brands | 517 4th Ave. Ste. 401, San Diego, CA, 92101 | www.recoverybrands.com

Responsible for all organic search performance. Strategizes content development opportunities based on keyword research, conversion, acquisition and behavior data. Develops and improves site directories. Implements technology improvements to websites that will increase traffic volume, traffic value and conversion rates. Develops and improves business lead generation channels. Utilizes acquisition and behavior data to implement conversion increasing innovations. Prioritizes outstanding issues leveraging agile process management. Develops user journeys and conversion funnels. Manages and monitors crawl activity of sites. Reports on site outages and executes recovery initiatives. Strategizes branded content promotion opportunities. Manages key external resources and provides strategic direction. Develops and executes strategies that increase organic traffic volume and value. Develops link building strategies based off of content value and conversion. Conducts market research and competitor analysis that is used to develop business strategies. Develops growth strategies by leveraging a mix of SEO, PPC, Development, Optimization, Content, Branding and Creative resources. Develops company wide reporting to provide visibility into acquisition, conversion and financial performance of the business. Reports directly to the CPO.

Digital Marketing Programs Manager | January 2014 – July 2015
The Control Group | 4110 Mission Boulevard #200, San Diego, CA 92109 | www.thecontrolgroup.com

Performed both on page and off page SEO to support organic search efforts of the company. Leveraged content marketing, link reclamation, content development, content optimization, competitor backlink analysis, webmaster relationship development and backlink clean up to increase the rankings of the flagship website. Utilized Google Search Console, Google Analytics, Google Keyword Planner and a multitude of other tools to develop reporting and find new opportunities. Successfully had a manual Google penalty removed, leading to a 400% increase in organic traffic to the company's flagship website. Scoped out growth opportunities based on keyword research and user intent. Prioritized company wide organic search opportunities using agile process management. Developed a scalable and semi-automated link building process.

SEO Manager | July 2012 – April 2014
Geary LSF | 401 West A Street, Ste. 360, San Diego, CA 92101 | www.gearylsf.com

Managed all off page efforts for Geary LSF's portfolio of clients, Planned, implemented and managed scalable link building strategies. Analyzed trends and interpreted web analytics using tools such as Google Analytics to make appropriate campaign strategy adjustments. Utilized tools such as OpenSite Explorer, SEM Rush, SEO Quake, Firebug, SEO Book, Google Advanced Search, Google Keyword Planner and Outlook to run link building campaigns. Managed a team of 26 employees. Reported directly to both the SEO Director and President of Geary LSF.