
Chris Caponi

SEO Specialist

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262-844-1367

EXPERIENCE

iNET Web, Waukesha - *SEO Specialist/Account Manager*

June 2015 - Present

- Manage ongoing SEO for 14 different businesses
- Create specifications for front-end developers and programmers to modify site features and architecture
- Model complex website features such as lead gen forms, using advanced Excel formulas
- Create monthly & bi-monthly reports with Data Studio
- Write content, organize website navigation, create meta titles, track progress through rank tracking and Google Analytics
- Communicate ongoing web strategy and demonstrate ROI to business owners
- Managing several WordPress websites in addition to websites using iNET's custom CMS
- Create sales proposals for sales team to increase budgets

Finatik Apparel, WI - *Social Media Intern, Street Team*

Summer 2016

- Create, manage, and apply Snapchat filters for Battle for Wisconsin League skateboard competitions
- Manage promotions and merchandising at events

EDUCATION

Xavier University, Cincinnati - *Advertising*

2013 - 2017

Favorite classes: Principles of Strategic Communication, Elements of Copy & Design, Heavy Metal & Culture, Audience Survey, and Research, God, Theology & Ecology

SKILLS

SEO analysis & strategy
Account management
Copy & content creation
Social media marketing
Market research
Conversion rate optimization
Business communication

SOFTWARE

Google Analytics
Google Search Console
Google Data Studio
SEMRush
WordPress

CERTIFICATIONS

GA for Beginners
Advanced GA
Intro to Data Studio
Forklift Certified!