**Nick Holt**

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**Education:** **SUFFOLK UNIVERSITY** — Boston, MA

BSBA in Marketing | 2011

GPA: 3.65

**Experience:**

*SEO* **CHARLES RIVER INTERACTIVE** — Waltham, MA March 2014 – Present

*Strategist* Clients: Large International Charity Organization, eCommerce Site, Large Educational Technology

Company, Boston HigherEducation Institution, Online Auction Website, and Boston-Area Hospitals.

•­­ Generate monthly reports and provide insights for numerous clients using Google Analytics.

•­­ ­­Assist in development and execution of SEO project plans and long-term strategies for larger clients.

• Develop SEO strategies and project plans for all tiers of clients.

• Conduct SEO competitor, social media, mobile, YouTube and ranking analyses for clients.

*SEO* **HAVAS MEDIA** — Boston, MA August 2013 – January 2014

*Analyst* Clients: Fortune 500 Companies Specializing in Hospitality, Food Production; Large Commercial Bank;

Health Insurance Company; and a Financial Planning Company.

•­­ Created a monthly ranking report with analysis and insights for a Commercial Bank via BrightEdge.

•­­Wrote, optimized and uploaded dozens of travel guide articles into a client’s CMS.

•­­ Performed keyword research, keyword mapping, HTML/XML sitemap creation, on-page content

recommendations, technical audits, social audits, and link reclamation.

*Paid* **HAVAS MEDIA** — Boston, MA March – July 2013

*Search*  Client: Fortune 500 Company Specializing in Hospitality

*Analyst* •­­Helped manage pacing and budget for one of the largest search accounts.

• Assisted with the analysis of campaigns as well as keyword research for new and existing campaigns.

• Created bulksheets for new search campaigns and other tactical efforts.

*Associate* **JANA MOBILE** — Boston, MA December 2011 – June 2012

*(Contract)* Mobile Research and Marketing Startup Focused on Developing Countries.

•­­Prioritized tasks for the marketing, engineering and project management teams.

•­­ Increased member recruitment for the World Bank Project by 600% with paid and organic channels.

•­­Extracted insights and create goals for the World Bank Project with Google Analytics and Pivot Tables.

• Managed all customer support efforts for over 400,000+ international members.

*Marketing* **HECTOR SOCIAL** — Boston, MA June – July 2011 *Assistant* •­­Helped develop new Twitter initiatives with the social media consultant of Currensee.com.

*Marketing* **HOLLISTER STAFFING** — Boston, MA September 2009 – May 2010 *Intern* • Assisted with SEO and web analytics to optimize Hollister’s online presence.

• Wrote and optimized Wordpress articles for three recruiting blogs.

**SEO Tools**: Authority Labs | BrightEdge | GWT/BWT | Screaming Frog | SEM Rush | SpyFu |Open Site Explorer

**PPC Tools**: Google AdWords | Kenshoo | DoubleClick Search (DS3)

**Analytics:** Excel(Pivot Tables/Chart & VLOOKUP) | Google Analytics| Google Tag Manager

**Basic Programming**: HTML | PHP

**Other**: MS Suite | WordPress | Basecamp | Bluehost | HubSpot

**Certifications:** Google AdWords Certified (December 2013) | Inbound Marketing Certified Professional (Honors)