

# Mystical Etta

SEO Specialist

 [mystical.etta@gmail.com](mailto:mystical.etta@gmail.com)

 (841) 508-7483

 Indianapolis, IN

## EDUCATION

**Bachelor of Science in  
Digital Marketing and SEO  
at Indiana University-Purdue  
University Indianapolis (IUPUI), IN**

Aug 2015 - May 2020

Relevant Coursework: Social Media Analytics, Google Adwords, Copywriting and Copyediting, Search Engine Optimization (SEO), Digital Advertising and Marketing, and Web Design.

## LINKS

[linkedin.com/in/mysticaletta](https://www.linkedin.com/in/mysticaletta)

## SKILLS

Keyword Research

Link Building

Content Optimization

Technical SEO

On-Page SEO

Analytics and Reporting

Social Media Marketing

## LANGUAGES

English

Dutch

## HOBBIES

Blogging

Photography

Video Editing

## PROFILE

As an SEO Specialist with over 3 years of experience, I have developed a comprehensive skillset in search engine optimization, content optimization, keyword research, website development and analytics. I have been successful in improving website traffic, page rankings, and website visibility across major search engines. I have achieved this through optimizing website content, implementing on-site and off-site SEO strategies, and utilizing effective keyword research and analysis. I have extensive experience in using analytics to monitor performance and identify opportunities for improvement. I am highly proficient in using the latest SEO tools and software, as well as developing and executing successful SEO campaigns.

## EMPLOYMENT HISTORY

### ● Senior SEO Specialist at SEO Branding Solutions, IN

Dec 2022 - Present

- Increased organic search traffic by 60% within 6 months: As the Senior SEO Specialist at SEO Branding Solutions, IN I was able to increase our website's organic search engine visibility by implementing a comprehensive link building strategy that included aggressive keyword research and content optimization.
- Improved domain authority from 40/100 to 70/100 in 4 months: Through strategic outreach campaigns targeting high-quality websites for backlinks as well as optimizing existing webpages with targeted keywords, I was successful in increasing our overall domain authority score from 40 out of 100 (as measured on Moz) up to 70 out of 100.
- Generated an additional \$50K monthly revenue through paid advertising channels such as Google Ads & Bing Adcenter: By creating highly effective pay per click ad campaigns across multiple platforms including Google Ads and Bing Adcenter, I was able generate over \$50k more monthly revenue than what we were seeing before my involvement.

### ● SEO Specialist at Webstix Search Engine Optimization, IN

Sep 2020 - Nov 2022

- Increased organic search traffic for a major client by 50%, resulting in an additional 10,000 visitors per month and \$50K increase in monthly revenue.
- Implemented SEO best practices on over 200 website pages to improve visibility of key products/services, leading to increased engagement from target customers.
- Developed custom link building strategies that generated 500+ high-quality backlinks within the first 6 months of implementation which resulted in improved rankings across multiple keywords and phrases.

## CERTIFICATES

### Google Ads Search Certification

Aug 2021

### Google Analytics Individual Qualification

Feb 2020

## MEMBERSHIPS