

DANIEL BELDING

SEARCH ENGINE OPTIMIZATION PROFESSIONAL

SUMMARY

With over five years of professional experience in the SEO field, I have demonstrated competency in results-driven performance marketing focused on client satisfaction. In addition to technical SEO, I have advanced knowledge in AI search optimizations. I'm able to analyze and communicate how to turn data into strategy, improve web experiences, and increase organic visibility. I facilitate continuous learning to a team of junior specialists, helping identify growth opportunities across digital channels.

WORK EXPERIENCE

829 Studios – Senior SEO Specialist

Oct 2023 – Present | Boston, MA

- Strategize with large enterprise clients across various digital ecosystems, communicating data in a comprehensible way to help collaborate and reach client KPIs
- Leverage AI-powered insights to inform content strategy and search visibility enhancements
- Mentor junior SEO specialists to contribute to an extensive internal knowledge base
- Manage full-funnel performance reporting with GA4, Looker Studio, and SEMrush
- Optimize large-scale site architectures, conducting deep technical audits with structured data

Boston Web Marketing – SEO Specialist

Mar 2022 – Oct 2023 | Boston, MA

- Developed and implemented SEO strategies to boost organic rankings and site traffic
- Conducted technical audits; addressed crawl issues and improved page speed
- Managed Google Ads campaigns, increasing CTR and conversions through A/B testing
- Utilized SEMrush for competitor analysis and keyword strategy
- Leveraged HubSpot for lead nurturing and marketing automation
- Led social media and email marketing efforts to enhance engagement and retention
- Tracked performance using Google Analytics 4, Search Console, and Tag Manager

Vault Health – Operations Specialist

Feb 2020 – Mar 2022 | Salt Lake City, UT

- Created technical medical copy for consumer-facing content
 - Executed SMS and email marketing campaigns with a focus on engagement
 - Managed public relations and brand communication initiatives
-

EDUCATION

University of Utah (2015–2020)

B.S. Communication (Emphasis in Journalism)

SKILLS

HTML 5

CSS

Blogging and content creation

A/B testing

Javascript

Keyword research and tracking

Google Analytics, Tag Manager, Search Console

SMS and Email marketing

HubSpot

WordPress

SEMrush, MOZ, Ahrefs

Adobe Creative Cloud