



# BRYAN L. SCHEINER

DIGITAL MARKETER SPECIALIZING IN SEO

[LINKEDIN.COM/IN/BRYANSCHNEINER](https://www.linkedin.com/in/bryanscheiner)

## OBJECTIVE

Highly motivated and detail-oriented SEO leader with 7+ years in the digital marketing industry, seeking to leverage my interpersonal skills to foster strong company culture and results-driven SEO strategies and optimizations.

## SKILLS

1. Educate clients with complex SEO strategies and long-term business impact.
2. Create compelling visual presentations, detailing steps to achieve business goals.

## EDUCATION

UNIVERSITY OF RHODE ISLAND  
KINGSTON, RI • 2005  
Bachelor of Science in Marketing

## CONTACT

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## EXPERIENCE

### ASSOCIATE DIRECTOR, SEO • RESOLUTE DIGITAL

SEPTEMBER 2018 – CURRENT

Establish a full SEO service offering for Resolute, pricing, SOWs, RFPs, and education across all new clients. Hire and oversee a well-qualified team of SEO talent with proven exponential growth in client success and Resolute's organic search revenue.

### SEO SUPERVISOR • PHD MEDIA

NOVEMBER 2017 – SEPTEMBER 2018

Lead and oversee an SEO team delivering technical, content, off-site, and video strategies across GSK's entire Rx portfolio of 30+ domains. Foster integrated strategies with Paid Search, Social Media, and creative agencies as well as strengthen professional working relationships with client teams and developers across each brand.

### SEO STRATEGIST • PHD MEDIA

AUGUST 2016 – NOVEMBER 2017

Establish technical and content SEO strategies across consumer and Rx brands under pharmaceutical company GSK. Position competitive content opportunities with industry trends including AMP, featured snippets, and voice search.

### SEO SPECIALIST • IPROSPECT

OCTOBER 2015 – AUGUST 2016

Conduct technical audits and identify on-page elements to improve crawlability for Diageo and Luxottica brands. Analyze keyword research trends to create content opportunities.

### SEO COORDINATOR • MATOMY MEDIA GROUP

APRIL 2012 – MAY 2014

Provide off-site link building strategies for global clients and ensure content relevancy from referring domains in order to boost domain authority. Provide on-page recommendations and technical audit services.