



BRYAN L. SCHEINER

DIGITAL MARKETER SPECIALIZING IN SEO
LINKEDIN.COM/IN/BRYANSCHNEINER

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

EXPERIENCE

ASSOCIATE DIRECTOR, SEO • RESOLUTE DIGITAL

SEPTEMBER 2018 – CURRENT

- Successfully built an SEO business segment from scratch within Resolute Digital to earn over \$700k in revenue within the first year. Report directly to the co-founder and act as the SEO Director.
- Created a full SEO service offering in order to build custom SOWs with detailed descriptions of deliverable expectations. Created an SEO 101 training presentation and educated several clients and IPG agency partners about the value of SEO in order to drive new business and establish professional relationships.
- Hired a team of SEO professionals that have dedicated the most amount of billable working hours of any division within Resolute, the most consistent attendance, the most amount of training and learning sessions, one of the most collaborative and helpful teams across Resolute, and zero disciplinary action requirements.

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.