

# Nate Holman

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Growth-minded SEO/digital consultant seeks opportunity to boost revenue, win new business and sustain positive impact.

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## How I can help:

- **SEO/SEM Strategy** (trends, keywords, on-page/off-page, technical SEO, site structure, WordPress, AdWords)
  - **E-commerce Optimization** (conversion rate (CRO), Google Analytics, competitive analysis, cart & flow optimization)
  - **Brand & UX Strategy** (interactions, content, banners, brand messaging & identity creation, Canva.com)
  - **Digital Consulting** (in-depth site audits & offsite analyses, optimization set-up)
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## Experience:

### SEO & Digital Strategist/ Consultant

Various small- to medium-sized businesses, ArtLiveMedia Agency, Power Kiosk LLC

April 2016 – present

- Project details available in case-study format at [nateholman1.com/work/portfolio/](http://nateholman1.com/work/portfolio/)

### SEO/Digital Consultant (freelance)

Teuscher Chocolates Chicago

August – November 2015, December 2015 – February 2016, October – November 2016

- Netted **244% ROI** after pitching and delivering a targeted Google Shopping effort for small Chicago business
- Met goals to rank on Page 1 of Google for both local and global searches
- Pitched and delivered a conversion rate optimization (CRO) project – including design and UX – to boost revenue

### SEO Strategist/Writer (contract)

Jigsaw, LLC

April – July 2015, April – September 2016

- Delivered 360° approach to boost UX, SEO, and conversions for multiple Jigsaw clients, including BloodCenter of Wisconsin (SEO-justified gap analysis, nav & IA simplifications, UX enhancements and optimized content)

### Content/Copywriter & SEO (freelance)

Plan B Agency

February – April 2016

- In-depth keyword research & high-level UX/SEO strategy guided efforts for local agency Plan B's client site redesign
- Created all website & sales app content (including for SEO) and an out-of-the-box content development template

### Digital Copywriter/ Content Strategist (contract)

VISANOW Inc.

October 2015 – November 2015

- Developed clear, user-friendly citizenship form guidance & interaction for the launch of VISANOW's online application, using competitive analysis to help sell the UX approach
- Ensured brand consistency and helped develop VISANOW brand voice in messaging from landing page to emails

### Senior Copywriter & Content Strategist (contract)

Walgreens eCommerce

August 2013 – February 2015

- Created user- and search-optimized copy for site-wide redesign and mobile app, mentored junior writers
- Led content strategy, collaborated on UX, and wrote functional to creative copy for new Health App & Device store and Balance Rewards platform launch, among other large-scale projects run on Agile
- Helped boost page views **+700%** of Walgreens' Stay Well blog with holistic content & SEO strategy

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## **Skills and education:**

WordPress, AdWords (certified), Search Console (Webmaster Tools), Canva.com, BigCommerce, SEM Rush, Google Shopping, Screaming Frog, Google Docs, Google Analytics, HTML, CSS, Schema markup, Basecamp, JIRA, TeamSite, Bitly, Storify, Twitter Ads, Facebook Ads

**M.A., Writing**, DePaul University, August 2005 - June 2008