

Thomas Hamblen

SEO Specialist

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Experience

Freelance Front End Developer / SEO Specialist

December 2020 - July 2022, Franklin, IN

- Designed and delivered all creative for for over 15 freelance clients.
- Created personal, informative, and ecommerce sites on various platforms and CMS. Offer content and copy writing suggestions.
- Offer/provide Social Media, SEO, SEM services, and marketing services to clients based on their respective business goals.
- Increase website visits/clicks/calls by over 115% for multiple clients.

Circle Social Inc. / Developer-SEO Specialist

December 2020 - July 2021, Remote

- Manage as many as 12 different clients and sites in the Mental Health and Addiction field for SEO and site updates and builds.
- Build out new sites for clients by adhering to company build standards and PDF/AI designs from designers.
- Perform keyword research using popular tools such as Ahrefs to find low competition, high volume long-tail keywords for blog content.
- Create content guides for writers based off keyword research using the Page Optimizer Pro content tool.
- Provide content updates and conversion rate optimization across the range of clients.
- Perform on page SEO by optimizing tags, meta-tags, alt tags, meta descriptions, and content analysis.
- Implement technical fixes such as broken links, 404s, and page speed.
- Maintain spreadsheets for keyword tracking, content clustering, topic generation, rankings, and project hours for cross department communication.

Omalias Living/Shopfireplace.com / Developer

September 2017 - June 2020 Carmel, Indiana

- Create branding logo, colors, and company mission and vision
- Create e-commerce site with over 200 products
- Worked in the service department at Omalias Living to learn the ins and outs of fireplaces and products being sold on Shopfireplace.com
- Create marketing materials using branding to be used via email, brochures, and traditional marketing.
- Answer phone calls, emails, and on site chat regarding products and services.

Skills

Target User Research, Business KPIs, Optimized Content, User Interface Design, Google Analytics, Google Tag Manager, Google Data Studio, HTML, CSS, Javascript, Google Search Console, Ahrefs/Moz/SEM Rush, Page Optimization Pro, Google My Business, Bing Webmasters Tools, Social Media Management, Social Media Advertising, SEO (on-page/off-page/technical/link building/Citations), Machine Learning, Computer Vision, and content creation.

Software

Adobe Creative Suite - Intermediate

HTML5 - Expert

CSS - Intermediate

React JS - Intermediate

Python - Beginner/Intermediate

Google Analytics - Expert

Google Search Console - Expert

Ahrefs/Moz/SEM Rush - Expert

SEM/Google Ads - Intermediate

Social Media Management - Intermediate

Education

Coursera - 2022- Present

Meta Front End Development Professional
Meta Back End Development Professional
UC Davis - Search Engine Optimization
Meta Social Media Marketing Professional

Codeschool.com/Codecademy - 2014-2016

HTML5/CSS/Javascript

IUPUI - 2007-2009

Business

Franklin Community High School - 2005

Graduated Honors - 3.2 G.P.A