

# Savier I. Kerns

saviekerns@gmail.com

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## SUMMARY OF QUALIFICATIONS

Google Analytics & Google Search Ads certified with experience in Digital Marketing, including SEO, PPC, SEM, lead generation, analytics, copywriting, competitor analysis, and WordPress optimization. Creative problem solver, capable of meeting deadlines under pressure.

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## WORK EXPERIENCE

**Kinesso** | July 2021 - Present

Awarded Employee of the Quarter in March 2023; nominated in Q4 2023, Q1 2024, & Q3 2024. Remotely led teams to execute SEO projects, enhancing client satisfaction and team efficiency.

### SEO Manager

- Managed client communications, including leading meetings & answering email asks.
- Efficiently allocated tasks among team members based on their skills & workload.
- Led a case study that significantly increased traffic & cemented future strategy.
- Created a SEO case study where client site saw higher organic ranking & impressions.

**CGI Communications** | August 2020 - July 2021

February 2021 Employee of the Month winner that remotely collaborated with 16 account managers/associates to SEO optimize 100s of local client websites. In addition, independently researched & completed 6 case studies.

### SEO Specialist

- Conducted on-page, content, and technical SEO audits for 600 websites.
- Increased client website speed metrics by 572.5% on average.
- Improved SEO workflow efficiency by over 55% through tools and SOP development.
- Completed a CRO case study, resulting in an average of 23 additional leads in two months for local service clients.

**Contractor** | January 2020 - August 2020

Remotely managed a total monthly ad spend of \$40K for four clients, optimized SEO for an eCommerce business, and handled social media accounts for a B2B consulting company.

### Digital Marketing Strategist

- Optimized ad campaign structures to increase search ad clicks by 220% and maintained a CTR of 7.08%, which generated a 200% increase in revenue for FootForwardFund.

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## SOFTWARES

• Google Analytics • Google Search Console • Microsoft Teams • Keyword Planner • BrightEdge • Google Tag Manager • Google Trends • Ahrefs • SEMrush • ScreamingFrog • Slack • WordPress • HTML • Asana • Adobe Analytics • Word • Excel • Looker Studio

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## CERTIFICATIONS

- [Google Search Ads](#) • [Google Analytics](#) • [Google Ad Measurement](#)

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## EDUCATION

Bachelor of Science in Biomedical Engineering  
Rochester Institute of Technology | Rochester, NY