

Zak Killermann

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SEO CONTENT MANAGER

I am a full suite SEO Manager with 7+ years of experience bridging the gap between departments while perpetually learning new skills to push projects over the line. I've done everything SEO, from baseline article writing to high level planning, and I bring a detailed oriented cross-team collaborative approach to the table. I excel when dealing with complicated, multi-faceted problems and I always ensure quality while delivering. Strong project management skills help me empower those around me while fostering strong collaborative spirits toward company goals. Additionally, I am confident with data and can manipulate it at scale both for content management and presentation purposes.

KEY COMPETENCIES

- Ahrefs
- Screaming Frog
- Semrush
- AnswerThePublic
- YoastSEO
- Moz
- Keywords Everywhere
- Google Keyword Planner
- Google Analytics
- Looker Studio
- Search Console
- Trends/Tag Manager
- Gsheet/Excel
- CSS/HTML/Javascript
- Programmatic Content
- Wordpress/CMS

PROFESSIONAL EXPERIENCE

Finder.com, global fintech comparison site **Technical Publisher of Global Financial Niches**

Dec 2021 - Dec 2023

Drove technical and on-page SEO solutions in Finder's global money niches (Crypto, Stock Trading, Money Transfers) across 40,000+ pages while collaborating with teams in Sydney, London, New York, Denver and beyond. These niches contributed more than 40% of company gross margin at peaks and were often home to many of the top 10 trafficked pages on Finder.com.

Accomplishments:

- Key player in the ideation, launch and maintenance of revenue driving "How to" series' in global niches comprised of more than 40k pages, including How to Buy (x) Stock, How to buy (x) Crypto, and How to Send Money to (x) Country that automatically updated using data sources
- Captured \$30k/month in revenue on the Finder US domain by conceptualizing and building a geofencing solution to monetize global traffic that would otherwise be lost
- Saved more than \$200k/month on average by consistently working on cost saving mechanisms to reduce server costs, processing costs, and similar costs associated with digital publishing and large data management
- Managed/mentored 8+ reports, including members of a distributed team in the Philippines and numerous Associate Publishers

Associate SEO Publisher, Staff Writer

Oct 2019 - Dec 2021

Managed cross-team publishing collaborations in global financial silos (Money Transfers, Cryptocurrency, Stocks) with an emphasis on on-page SEO strategies. Wrote international money transfer and cryptocurrency content.

Accomplishments:

- Redesigned 100+ cryptocurrency pages with SEO focus during 2019 bull market, claiming dozens of P1s in SERPs
- Supported 4 publishers globally with content in money transfers and cryptocurrency
- Authored sponsored content for brand partnerships leading to a stronger backlink profile at Finder.com

Freelance **Search Engine Optimization Specialist/Writer**

May 2016 - Oct 2019 | Jan 2024 - Present

I've worked with dozens of companies to produce top-tier content, including ghostwriting white/yellow pages in the crypto space, providing SEO guidance on technical and on-page problems and maintaining an Upwork profile.

Accomplishments:

- Ghostwrote more than 100 SEO-optimized in-depth articles for a high ranking cryptocurrency blog
- Helped redesign the SEO strategy and write content at a major RV rental website
- Maintained a "Top Freelancer" status on Upwork for 3 years

References available upon request or at zakkillermann.com/references