

# Bill Ross

## Overview

Over the last decade, I've risen to strategic lead for some of the largest online brands and content websites in the world. Because I'm a trusted digital marketing strategist, brands such as **Nissan**, **Infiniti**, **AT&T**, **Moen**, **HP**, and others have looked to me for digital marketing leadership, and help growing their brand. Learn more at [BillRoss.co](http://BillRoss.co)

8/2013 - Current

Linchpin SEO

Chicago, IL

## Head Of Strategy and Execution

- Lead the digital strategy and overall strategic vision for SEO, Content Strategy, and Web Design across multiple business verticals.
- Build omni-channel digital marketing strategies utilizing SEO, strategic partnerships, content strategy, social media, and PPC to drive leads and conversions for clients.
- Lead project teams of designers, information architects, developers, and content strategists throughout the process of creating digital experiences that drive conversions and leads for B2B and B2C companies.

1/2014 - 1/2015

PwC Digital

Chicago, IL

## Director of SEO and Content Strategy

- Lead the Digital Marketing Team (SEO, Content Strategy, and Paid Media) for The PwC Experience Center.
- Built and executed omni-channel digital strategies that aligned client goals with high-value search engine optimization, content strategy, and paid media campaigns that built brand value, increased website traffic and drove conversions.
- Designed the frameworks and processes that drove client engagements, pricing strategies, and RFP responses for new client pitches within the marketing team.
- Defined and lead training sessions for new employees as well as legacy team members within our design, UX, development, and project management teams.

10/2011 - 8/2013

Critical Mass

Chicago, IL

## Associate Director of SEO

- Built the SEO practice across 4 offices - resulting in a 400% increase in new SEO business.
- Built inclusive SEO and content strategies for clients including, but not limited to, Nissan, Infiniti, Citi, AT&T, Moen, and HP.
- SEO evangelist for the agency, which included training cross discipline teams of developers, content strategists, experience architects, and designers; writing POVs; leading client SEO knowledge sharing sessions; and building processes to operationalize SEO to increase quality and client satisfaction.
- Built comprehensive content strategies and editorial calendars based on client personas, search behavior, and user journeys.
- Built and lead the SEO site redesign and migration strategy for Nissan, Infiniti, and Citi.
- Performance manager and mentor for the SEO team and junior members.

1/2008 - 1/2011

Cengage Learning

Chicago, IL

## SEO Manager

Managed the extensive SEO efforts for Gale's group of large content and ecommerce websites including, but not limited to, the 3 below.

**Highbeam.com** - *Subscription website with over 90 million pages.*

- Lead the re-architecture and SEO across 70+ million pages - resulting in a 100% increase in indexed pages, a 300% increase in Google traffic YOY, and a 300% increase in subscriptions.
- Taught a series of SEO training seminars for the developers, project managers, designers, and executives to help advance the SEO culture and decrease quality concerns.

**Encyclopedia.com** - *Content website with over 500k reference documents.*

- Along with creating the SEO strategy for the site, I lead the strategy and integration of video site-wide - giving an incremental lift of 5% per day in organic traffic and a projected 110k in revenue.
- Worked with the content team to maximize content creation based on keyword data and revenue opportunities.

**Highbeam Business** - *B2B subscription website.*

- Worked closely with the product managers, programmers, and designers to ensure the B2B website structure, content, and code, aligned with content flow and search strategies, yet stayed agile enough to allow for content growth projections.

## Education

*9/1996 - 5/2000*

*Siena College*

*Albany, NY*

Earned a B.A. Psychology with a concentration in marketing and management.

## **Digital Marketing Software**

Word, Excel, Power Point, Adobe Photoshop, Omniture, Adobe, Google Analytics, Authority Labs, Moz Toolset, and the SEMrush Toolset.