



Jennifer Ordonez

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Profile

Empathetic and growth-oriented SEO with rich experience in providing in-depth SEO insights, creating results, building long-lasting client relationships, and creating systems for efficiency. I believe that building connections with clients and colleagues centered around trust, respect, and understanding leads to better results for all.

Key Skills

- Strategic Plan Development
- Data Analysis and Reporting
- Leadership
- Process Improvement
- Project Management
- Negotiation
- Conflict Management and Resolution

Software

SEMrush, Ahrefs, Raven,
Keyword Insights AI, SlickPlan,
Loom
ClickUp, Asana, Trello
Google Suite
HubSpot
Looker Studio, Google Analytics
4, Google Tag Manager, Google
Search Console, Google Business
Profile
WordPress

Languages

American English - Native
Spanish - Proficient

Work Experience

SEO Consultant & Analyst

Goods Attitude, Inc. 07/23 – Current

- Provide consulting and strategic SEO services to agencies across the nation.

SEO Manager

Avalanche Creative 07/21 – 07/23

- Supported team leads across various departments in order to drive results.
- Trained SEO team on SEO best practices and data analysis.
- Managed client success across the company. Responsible for developing relationships, ensuring client satisfaction, increasing renewal rates, and consulting on the various solutions offered to help drive increased success.
- Performed ongoing analysis and reporting of client accounts in order to anticipate needs and address any conflicts or opportunities.

Key Achievement: Increasing the average renewal rate from \$2500 to \$3880.

SEO Director

MyCity Social 10/16 – 06/20

- Managed different teams (SEO, Web, Content) to deliver results for clients.
- Focused on client relationships building to increase the renewal rates.
- Oversaw 90+ accounts in the department.
- Arranged Asana project management in a scalable so the agency could franchise.
- Cross-trained different depts. to improve their SEO knowledge.

Key Achievement: Leading the growth of the SEO Dept. by 750%

SEO Specialist and Client Liaison

Get The Clicks 08/12 - 04/13

- Analyzed data, created reports to show results, and met with clients.
- Performed on-page and off-page SEO, PPC campaign management, content creation, and website audits for 12-15 clients at a time.
- Led customer satisfaction.

Education

Winter Park Tech (2011 - 2012)

Web Development Certification

University of Central Florida (2006 - 2011)

Bachelor of Arts | Minor in Business