

TODD JIRECEK

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PROFESSIONAL SUMMARY

Results-driven digital marketing leader with 14+ years of SEO expertise. Proven track record of driving organic traffic growth, implementing comprehensive digital strategies, and leading cross-functional teams to achieve brand development goals. Highly skilled in SEO optimization, Google algorithm compliance, traffic generation, and online content development.

SKILLS & EXPERTISE

SEO & Technical Skills:

- WordPress SEO (Yoast, Rank Math), Advanced SEO Tools (Semrush, Ahrefs, Screaming Frog)
- On-page & Off-page optimization techniques, EEAT expertise
- Strong keyword research capabilities
- Current with Google algorithm changes including AI-assisted technologies (MUM, Rank Brain)

Analytics & Strategy:

- Data Analysis & Tracking (Google Analytics)
- UX & A/B testing methodologies, Conversion optimization
- Marketing funnel analysis, Performance measurement

Content & Design:

- Content strategy development and implementation across multiple formats
- Web design fundamentals, HTML, CSS knowledge

Leadership:

- Team management and development

- Cross-functional collaboration, Strategic planning and execution

PROFESSIONAL EXPERIENCE

DIGITAL MARKETING DIRECTOR

Greenair LLC | Westlake, OH | February 2019 - Present

Industry: Premium Essential Oil Diffusers & Aromatherapy Products

- Increased organic search traffic by 35% year-over-year through targeted SEO strategies and content optimization
- Developed and implemented B2B e-commerce strategies resulting in 42% growth in wholesale accounts and partnerships
- Optimized email marketing campaigns, improving open rates by 36% and enhancing customer engagement metrics
- Led A/B testing initiatives across marketing funnels, identifying performance improvements
- Developed high-impact social media campaigns that significantly enhanced brand awareness and engagement

DIRECTOR OF DIGITAL MARKETING

BullyMax LLC | Pittsburgh, PA | August 2012 - January 2019

Industry: High-Performance Dog Nutrition & Fitness Supplements

- Drove company revenue growth from \$300,000 to over \$12 million through strategic online sales initiatives
- Scaled organic traffic from 0 to over 266,000 visitors per month through targeted SEO campaigns
- Established and grew Amazon marketplace channel to \$500,000 monthly revenue, significantly expanding e-commerce footprint
- Achieved company growth of nearly 200% per year since 2015 through strategic SEO and PPC campaigns
- Reduced PPC/AdWords spend by over 88% while simultaneously increasing PPC sales by nearly 340%
- Led technical SEO implementation that was featured by Yoast, one of the most respected SEO companies worldwide

- Optimized site for mobile resulting in a 24.5% increase in purchase conversion rate as documented in a ConversionXL case study
- Build and manage successful link building campaigns that improved domain authority from 15 to 43

EDUCATION

Bachelor of Science in Computer Science

Cleveland State University - Cleveland, Ohio

CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

- Google Ads Certification
- HubSpot Inbound Marketing Certification
- Active member of SEO University mastermind group led by Josh Bachynski

References available upon request