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# EDDIE BURLEM

Search Engine Optimization (SEO) Manager



Multi-talented, creative, and knowledgeable professional committed to providing creative teams with direction, training, resources, support, and guidance to continually deliver top quality campaigns that deliver results. Proven track record of increasing search traffic, rankings, and revenue. Highly data-driven and analytical. Identifies areas for improvement and provides recommendations based on SEO research. Actively seeks out opportunities to improve SEO performance. Drives creative development of strategic marketing tools.



## SKILLS

Photoshop

Illustrator

Indesign

CSS, HTML, Java Script

Graphic Design

Email Marketing

Corporate Branding

Project Management

Copy Writing

SEO



## PROFESSIONAL EXPERIENCE

**BlumbergExcelsior, Inc., Brooklyn, NY 11/99 - Present**  
**Director of Marketing Communications, Web & Graphics Manager**

- Realized 13% summer sales growth from 2019 by creating more promotions and SEO strategies.
- Saved \$30K per year by taking over email marketing rather than paying an outside firm \$2,500 a month.
- Realized savings of \$30K to \$40K by assuming photography requirements versus hiring outside firms for website and print marketing.
- Increased followers on social media to 2,000 for LinkedIn, 566 on Facebook, and 273 on Twitter.
- Organized targeted email campaigns directed toward lawyers or accountants.
- Implemented better tracking of email marketing revealing when email is opened, if a purchase was made, and other pertinent metrics.
- Created first legal product website in the industry which remains at #1 ranking.
- Designed a more modern logo, print, and catalog marketing tools.
- Monitored paid advertising on Google and Bing and tracked website traffic.

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*BlumbergExcelsior, Inc. Continued*

- Collaborated with outside firm to manage Google AdWords.
- Managed freelance programmers who developed back end of the website.
- Performed continual analysis of competition ranging from big corporations to small companies comparing rankings, funds spent on advertising, social media, and marketing techniques.
- Established an online blog to facilitate requests from legal community, accountants, or other related companies to publish their articles and provided a link back to their sites to increase rankings.
- Posted press releases and created internal blog posts.
- Launched an e-commerce platform in partnership with freelance programmers for back-end functions and maintained front-end programs to design appearance using HTML, CSS and java script.
- Monitored algorithm updates, policy changes, best practices, and provided coding updated to improve standing on Google and Bing.
- Attend quarterly senior manager meetings with department heads and president to plan budgets, report marketing efforts and make plans for the next quarter
- Prepared Google traffic, sales, and promotional reports.

## THE COFFEE DEN 5/2005 - 5/2010

### Owner

Managed all daily operations and purchasing. Performed cost and trend analysis, staff training and schedules, and ensured customer service

## FREELANCE PROJECTS 1/2004 - 1/2009

Provided graphic design, website development, photography, and font creation to clients such as Interscope Records, Heidi Klum, Wonder Wheel Amusement Park, Brooklyn Borough President, American Media Concepts, Brooklyn City Council Candidate, and Nine Inch Nails.



## INTERESTS

Cycling

Hiking

Art

Cooking

Fishing

Horticulture



## EDUCATION

School of the Musuem of Fine Arts