

Elizabeth Hadden

Word wizard with added talents of SEO, agility, teamwork, and puns.

elizabethhadden.com

ejwhitton@gmail.com

[linkedin.com/in/elizabeth-hadden](https://www.linkedin.com/in/elizabeth-hadden)

(754) 245-4818

EXPERIENCE

SEO Copywriter & Strategist — *Blue Nile, Remote*

April 2022-Present

- Developing and executing content calendar for blogs, catalog refreshes, and new web copy.
- Growing SEO orders to help cement the channel as a leading revenue driver by improving and implementing organic e-commerce strategies.
- Increased SOV from 11.5% to 32.5% for new product segment.
- Grew organic traffic for blog +133% to 13K monthly visitors and blog keyword rankings +167% to 7.5K keywords.
- Helped increase diamond segment organic traffic +369% to 180K monthly visitors.
- Contributed to improving engagement ring orders +41% YoY.
- Continuously enhancing UX and CRO individually and cross-functionally through catalog refinement and product page improvements within limitations of existing SKU organization.
- Serving as website proprietary CMS and SEO SME.
- Managing simultaneous multi-team projects to completion.
- Writing ad-hoc copy for products, chatbots, ads, and more.

SEO Manager — *Lazydays RV, Remote*

November 2020-April 2022

- Directed and executed content strategy for SEO, landing pages, email, print, radio scripts, and agile needs.
- Developed and implemented SEO strategies addressing technical, on-page, off-page, algorithmic, and local SEO.
- Regularly identified and reported SEO KPIs to stakeholders.

Organic Digital Marketing Manager — *Youfit Gyms, Hybrid*

January 2020-November 2020

- Copywriting for SEO, print, PR, text, landing page, and ad-hoc needs.
- Developed and executed email and SEO strategies.
- Social media community management and user engagement.

Director of Organic Strategy — *Tandem Interactive, Fort Lauderdale*

January 2018-January 2020

- Planned, implemented, and reported on data-driven SEO strategies for local and national companies across varied industries including legal offices and healthcare.
- Headed SEO team of 10 to meet KPIs for company and 80+ clients.

Blogger & Social Media Manager — *Local Management, Boca Raton*

January 2015-December 2017

- Wrote self-directed SEO content for B2B and B2C clients.
- Managed 60+ client social media accounts and content calendars.

EDUCATION

BA in English, Florida Atlantic University

Applied Jewelry Professional, Gemological Institute of America

SKILLS

Content writing, copywriting, & editing.

SEO strategy & implementation (organic SEO, technical SEO, & e-commerce SEO).

Answer Engine Optimization (AEO)/Generative SEO for AI.

UX, CRO, & site migration SEO.

Proficiency in WordPress, Elementor, JIRA (kanban, agile, & scrum), Google Analytics, Bing & Google Webmaster Tools, Figma, Moz, Yext, ahrefs, SEMrush, Screaming Frog, & STAT.

SEO-focused knowledge of JavaScript and CSS.

Project, client, vendor, & team management.

SEO & content audits & full copy ownership.

AWARDS & PUBLICATIONS

Best Use of Search in Health Shortlist, 2019 US Search Awards

Poetry Publication, Inclusion in 2020's *Smear: Poems for Girls*

Poetry Publications, Inclusion in 2018-2020 New River Press Yearbooks