



# Casen Briggs

Senior SEO Professional

## About Me

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I am a Senior SEO Strategist/Analyst with a proven ability to enhance search visibility, drive organic growth, and optimize digital strategies for businesses across various industries. With expertise in technical SEO, keyword research, content strategy, and link building, I develop data-driven solutions that align with business goals and maximize ROI. My background in marketing strategy and social media marketing allows me to take a holistic approach to SEO, ensuring measurable success in highly competitive markets. Passionate about data analysis and search engine trends, I stay ahead of evolving algorithms to implement innovative, results-oriented SEO strategies.

## Contact

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- ✉ casenbriggs@gmail.com
- ☎ 208-602-0945
- 📍 Meridian, Idaho
- 🌐 [www.linkedin.com/in/casenbriggs](http://www.linkedin.com/in/casenbriggs)

## Education

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Bachelors Degree in Business Management and Marketing

**Boise State University**  
2017 - 2020

Associates Degree in Political Science

**College of Western Idaho**  
2013 - 2017

## Skills

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- B2B Marketing
- B2C Marketing
- On-Page SEO
- Keyword Research and Strategy
- Technical SEO
- Content Creation
- AI Integration and Utilization
- Project Management
- Client Communication
- Client Reporting
- SEO Strategy
- Team Management

## Work Experience

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### Avid Demand

*Mar 2023 - present*

#### Senior Search Engine Optimization (SEO) Analyst/Strategist

- Conducted technical SEO audits, on-page optimization, keyword research, and competitor analysis to improve site visibility.
- Led the YouTube SEO program, optimizing metadata, playlists, and channel strategies to boost engagement.
- Built and managed an SEO-driven content program, producing high-performing content aligned with search intent.
- Leveraged AI tools like ChatGPT and Surfer SEO to enhance content creation and keyword research.
- Served as the primary SEO contact, providing project updates and site health insights to clients.
- Analyzed performance metrics to uncover SEO opportunities and drive measurable improvements.

### Velox Media

*Oct 2022 - March 2023*

#### Senior Search Engine Optimization Manager

- Enhanced and evolved the company's SEO product to improve performance and client value.
- Led cross-team collaboration to develop and implement upgraded SEO strategies.
- Spearheaded a technical SEO initiative, driving measurable improvements in site visibility.
- Established business practices to sustain revenue growth, profitability, and client satisfaction.

## Certifications

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- Google Analytics (GA4)
- Screaming Frog Spider Training
- Google Search Console
- SEMRush Digital Marketing
- Applied Leadership (Boise State)
- Business Bridge to Career (Boise State)
- User Experience (Boise State)

## Branched Roots

*Jan 2021 - Jun 2021*

### Director Search Engine Optimization

- Led SEO assessments, analyzing site health, performance, and optimization opportunities.
- Developed custom SEO strategies to drive organic growth and improve search visibility.
- Collaborated with teams to implement technical SEO, on-page optimization, and content strategies.
- Served as the primary SEO contact, providing insights and recommendations to clients.
- Guided keyword research, competitor analysis, and link-building efforts to enhance visibility.
- Worked with developers and content teams to implement SEO best practices for long-term success.

## Page One Power

*May 2016 - Oct 2022*

### Technical SEO Specialist/Link Building Specialist

- Designed and executed technical SEO audits, on-page optimization, keyword research, and competitor analysis to enhance performance.
- Served as the primary SEO contact, providing clients with project updates and site health insights.
- Conducted performance analyses to identify SEO opportunities and drive measurable improvements.
- Secured high-quality backlinks through strategic outreach and link-building campaigns.
- Developed innovative link acquisition strategies to support SEO goals and increase traffic.
- Recognized as a top performer, managing advanced clients and solving complex SEO challenges.

## References

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### Patricia Hursh

Avid Demand / CEO

**Phone:** (303) 817-0867

**Email:** patricia@aviddemand.com

### Blake Adkins

Avid Demand / Senior SEO Specialist

**Phone:** (503) 953-0858

**Email:** blake@aviddemand.com

### David Gardner

Inflow / SEO Specialist

**Phone:** (208) 989-3166

**Email:** dgardner0612@gmail.com

### Christine Verska

Project Manager

**Phone:** (770) 714-0317

**Email:** cverska@mac.com