

# Acton Hemlock Vercher

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**Bachelor of Arts, Communication Studies** - Louisiana State University - 2017

**Personal Website:** <https://actonhemlock.com/index.php/portfolio/>

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## Professional Experience

**SEO Specialist** - Gatorworks - December 2018 to December 2023

- Devised Monthly Reports and Strategy for Clients
- Built MOZ Accounts and Reports for New and Existing Clients
- Conducted Backlinking To Discover and Remove Toxic Links
- Performed Link Building Campaigns
- Repaired Web Issues Found with SEMRush and Screaming Frog
- Content Team Leader for Two Years
- Conducted Keyword Research
- Writing, Editing, and Publishing Blogs + Content
- Corrected Headers and Formatting
- Carried Out Meta and Content Audits
- Inserted Alt Text, Improving Site Accessibility
- Connected Google Analytics, Google Search Console, Yoast, Monster Insights, and Bing Webmaster
- Audited Google Business Profiles

**SEO Intern** - Hummingbird - Sept. 2018 to Dec. 2018

- Created and Executed a Thorough SEO Plan
- Initiated a Digital Footprint

**SEO Intern** - SuperInterns - Jan. 2018 to July 2018

- Wrote, Edited, and Posted Blogs
- Optimized YouTube Account to Follow SEO Best Practices
- SEO Troubleshooting on Company Website

## Certifications

- Technical SEO Exam - *SEMrush*
- Google Analytics Individual Qualification (GA4) - *Google Digital Academy*
- SEO Qualification - *LinkedIn*

## Soft Skills

- Project Management
- Ability to Multitask
- Team Management
- Verbal and Written Communication
- Cooperative
- Ability to Learn

## Hard Skills

- HTML + CSS
- Google Suite
- Analytical Reports
- SEMRush + Screaming Frog
- Search Engine Optimization
- Keyword Research
- Backlinking
- Link Building
- Content Creation