

TOBIAS GILLBERG

SENIOR SEARCH DIRECTOR SEO

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Profile

Driven and experienced Digital Marketing Manager successfully directing effective digital marketing campaigns for Fortune 500 clients for more than 12 years. Classically trained with a Master's degree in Computer Science from Chalmers Tekniska Hogskola (Gothenburg Sweden), and a Bachelor of Science from the University of Gothenburg. Specialized in Search Marketing (SEO, SEM), reputation Management, branding and influencer marketing. Fluent in English, Spanish, Swedish and conversational German. Results-oriented. Client-focused. Creative. Team player

Work Experience

Senior Global Manager: Search Marketing & Content, Sitel Group; Miami, FL — 2018- Present

Sitel is one of the world's largest Business Process Outsourcing (BPO) companies with 75,000 employees. In my role I worked on the following major initiatives:

- Created an SEO strategy that was implemented on Sitel's websites together with junior SEO staff. In this was broken link building of parts of the website that had been abandoned.
- Discovered Sitel domains that held SEO value and created an internal Redirect/Link strategy to push the main domain and to add SEO value in terms of backlinks and content.
- Identified KPI's and implemented KPIs in Google-Analytics and Google Tag Manager
- Educated Local Marketing Managers in 9 European and 4 Central American countries through seminars on SEO, best practices and how local teams could use SEO.
- Educated local marketing managers on SEO writing, how to utilize the CMS platform and blog when to blog and created a magic keyword list for B2B traffic.
- Created the magic keyword list in 8 languages including phrases with high Search volume and CPA costs exceeding \$80
- Created monthly traffic and progress reports that was shared company wide.
- Created a Website-taxonomy for a web site redesign based on SEO, SEM and Keyword research
- Lead content curation strategy and initiated bi-weekly meetings with Senior Copywriters on Company News , the corporate Blog, and PR to work with them toto plan and set out content in a sprint style basis working with a monthly content calendar.
- Clarify the company offerings for B2B on web
- Landing page implementation and A/B testing for optimized CTR

all locations in order to help with recruiting for Sitels's B2C segments

Project SEO & Content, Spirit Airlines; Miramar, FL — April 2018 – August 2018

Spirit Airlines, is an American -cost carrier headquartered in Miramar, Florida and the 7th largest commercial Airline in North America

- Analyzed and measured success from vendors of PPC, SEO Content and adjusted strategy to fit the 2018-Search-landscape.
- Developed SEO strategy, educated Senior Developers and Management.
- Oversaw SEM initiatives for new Flight-routes and routes that needed extra attention and also used Paid media and Google AdWords for reputation management.
- Created a 3-month Search strategy for quick wins.
- Built a 12-month Traffic projection and Revenue estimation.
- Increased non-branded organic traffic 13% over 3-months
- Created and executed a cross platform Brand reputation management campaign on SEO, SEM and paid placements to clean up the Search Marketing Results from negative press about Sprit and to own the brand voice.
- Educated marketing management in SEO Marketing

SEO Director, Modus Operandi, Miami, FL — August 2013 – February 2018 -

Modus Operandi a digital marketing agency in downtown Miami was the Marketing office of MODOP digital as a full-service agency with offices in NY, LA, Miami, Portland, Seattle and Panama

- Led SEO work for Celebrity Cruise lines, VisitFlorida, Polaroid and Synchronoss Led and managed a great team 3 SEO experts, 1 Content-writer
- Managed the team and allocated and priority to clients to balance workload for as many as 12 clients at one time
- Created and edited SEO capabilities, company case studies, fact sheets and sales material explaining the SEO process or showcasing other clients from similar Industries to be used as pitch decks
- Initiated market research studies and analyzed findings for client pitch meetings and the company blog.
- Successfully set up SEM/AdWords and Facebook Ads campaigns
- Provided progress and update reports to Key clients on as Key metrics.
- Created boardroom presentations including case-studies SEO/SEM and presented in Search pitches.

SEOExpertsMiami.com, Founder, Miami, FL — February 2012 – August 2018 -

Ran a boutique Media Agency/Digital Consulting company focusing on SEO/SEM and Web development. I ran a network of websites as well as work with global clients.

Highlights:

- Successfully optimized and sold more than 20 websites such as Infographicmaze.com, TopCouponCodes.com
- Successfully managed a \$300.000 budget for company Supercell (Clash of Clans, Hayday)

- Created strategies for a team of 10 Junior SEO-experts, link-building and content for ForexTraders. + 2 other financial portals
- Led SEM and SEO strategy and reported results to CEO.
- Boosted sales yearly by ~35% through innovative SEO tactics, landing page optimization.
- Built a great US network of Digital marketing professionals to help as Freelance work
- Built and maintained lists of Web Property Owners for Media purchases
- Generated an increase in organic traffic of 35% yearly Initiated market research studies and analyzed findings.
- Directed successful search engine marketing leading a team of 10 Junior SEO Experts

SEO Manager, Web Guide Partner Stockholm, Sweden - Curaçao Netherlands Antilles 2007- June 2010

Through aggressive Search, Social and Email marketing, Web guide Partner 's website Pokerlistings.com became the world's largest Online Poker Portal in 2004. Drove Marketing efforts through influences Outreach and SEO/Link driven campaigns

- Managed a marketing budget of \$500.000,00 annually for paid Placements online
- Researched "New Segments" for and presented to upper management
- Proposed Search Strategies, cost and estimated time for execution including an estimated ROI
- Successfully implemented SEO and SEM initiative hands on and did A/B testing to maximize profit on investments. strategies, and Google analytics to increase conversion rates by 20%.
- Recruited for my team in Willemstad, Curacao where I was sent to lead the SEO team in our Willemstad office, January 2009
- Attended Industry events in the US on behalf of Web Guide Partner

Education

Chalmers University of Technology, Gothenburg Sweden, - Master's Degree Computer Science 2006

Erasmus Studies, EU program, Valencia Spain – Computer Science studies Spanish 2002-2003

University of Gothenburg, Sweden, - Bachelor's Degree Computer Science 1999 - 2006

Skills

Affiliate Marketing, AdSense, Ad platform integrations, Digital Strategy development, Strategic thinker, New business development, Strategic Planning, Content development, SEO Management, SEM management, Digital Marketing team Management, CPR optimization, Video SEO, Market Research, Social Media, Web Analytics, Demand Gen, ROI analysis, Digital marketing strategy, Revenue generation, Team Player, Email

Certifications

- Google Adwords Certified
- Google Analytics Certified
- Hubspot Content Marketing Certified
- Facebook AD Certified

References on Request