

# Katie Stone

SEO Lead

(281) 736-8993 | San Antonio, Texas | stonek96@gmail.com

SEO Lead with a proven track record in crafting targeted strategies, particularly specializing in local SEO to enhance businesses' visibility in regional markets. I am a proficient subject matter expert, and my technical expertise led to a speaking engagement at the BrightonSEO conference in 2024. I am seeking to contribute my skills to drive search success and digital growth for an innovative organization.

## SKILLS

- SEO Strategy Development & Communication
- Keyword Research & Optimization
- Local SEO
- SEO Tools (Semrush, ScreamingFrog, GA4, GSC, Moz, etc.)
- Technical SEO
- On-page SEO
- Team Management & Leadership
- Off-page SEO, Digital PR, Citations & Link Building
- Competitor Analysis

## WORK HISTORY

### Leadhub (2018 - Present)

- **SEO Lead (Nov 2023 - Present)** - Spearheading the strategic direction and execution of SEO initiatives, focusing on advanced technical and local SEO tactics to drive organic growth and enhance visibility.
- **SEO Specialist (Jan - Nov 2023)** - Executed comprehensive SEO strategies, performed detailed keyword research, and optimized on-page and technical elements to improve search engine rankings.
- **Account Executive (Mar 2020 - Jan 2023)** - Managed client accounts, developed and executed marketing strategies, and served as the primary point of contact to ensure client satisfaction.
- **Account Coordinator (Aug 2019 - Mar 2020)** - Assisted in the execution of brand strategies, coordinated marketing activities, and supported brand management efforts to enhance brand presence and consistency.
- **Content Marketing Freelancer (May 2018 - Aug 2019)** - Crafted SEO-optimized content for various clients, focusing on keyword integration and messaging to enhance online visibility and engagement.

### Public Relations Intern - Ketner Group (Jan - June 2019)

- Crafted and placed byline articles covering retail technology, B2B and AdTech concepts.
- Pitched press releases, rapid response quotes and native ads to relevant media.
- Created detailed briefing profiles for analyst and media briefings.

## EDUCATION

### Texas State University (2015 - 2018)

- Summa Cum Laude Graduate with a BS in Mass Communication and Public Relations