JULIAN MERCER

SENIOR SEO SPECIALIST

San Francisco, CA | (415) 555-0148 | julian.mercer@email.com | linkedin.com/in/julianmercer

PROFESSIONAL SUMMARY

Senior SEO Specialist with 11+ years leading organic growth for Expedia, Walmart, Zillow, and Booking.com. Sets search strategy, guides engineers through migrations and rendering fixes, and mentors analysts while tying rankings to bookings and revenue.

PROFESSIONAL EXPERIENCE

Lead SEO Specialist Jan 2023 - Present
Expedia Group, Seattle, WA

- Direct organic strategy for the hotel and flights sections, and a revised page-template plan grew non-brand clicks 19% year over year.
- Lead a team of four analysts and a contractor, setting quarterly goals and reviewing their audits before they reach engineering.
- Brought product and engineering leads into a shared SEO checklist for releases, which stopped most template regressions before launch.
- Report organic bookings and assisted revenue to the vice president each quarter, using BigQuery models agreed with finance.

Senior SEO Manager Mar 2020 - Dec 2022
Walmart, Bentonville, AR

- Planned the search side of a platform migration covering 3 million product URLs and kept 96% of organic traffic through the cutover.
- Redesigned faceted navigation rules to limit crawl waste, and Googlebot spent far more of its visits on indexable product pages.
- Built an internal training course on search basics for 60 merchants and content editors, then ran it twice each year.
- Negotiated an annual SEO tooling budget with procurement and consolidated three overlapping contracts into one.

SEO Manager Aug 2017 - Feb 2020
Zillow, Seattle, WA

- Grew traffic to neighborhood and school pages by building a data-driven content program with writers and the data team.
- Moved title and snippet testing onto a repeatable process, with a written test log that the whole group could read.
- Hired and onboarded two analysts and gave each a first project they could finish inside their first month.

SEO Analyst Jun 2015 - Jul 2017
Booking.com, San Francisco, CA

- Managed hreflang and canonical setup for 11 language versions of destination pages, resolving duplicate-content flags in Search Console.
- Researched seasonal demand for 5,000 destination terms and shared a calendar that guided when writers refreshed pages.
- Reviewed redirect maps for two redesigns and caught 140 broken mappings before launch.

CORE SKILLS

Search strategy | Platform migrations | Faceted navigation | International SEO | Team leadership | Mentoring | Stakeholder reporting | Budget ownership | JavaScript SEO | Log analysis | BigQuery | Google Search Console | Botify | Ahrefs

EDUCATION

B.A. in Communications, University of Washington, Seattle, WA

CERTIFICATIONS

Google Analytics Certification | Reforge Advanced SEO Program