JULIAN MERCER

SEO SPECIALIST WITH NO EXPERIENCE

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PROFESSIONAL SUMMARY

Aspiring SEO Specialist with 1+ years of internship, freelance, and volunteer experience at Mailchimp and Habitat for Humanity. Ranked a personal blog and two small business sites using keyword research, content updates, and Google Search Console tracking.

PROFESSIONAL EXPERIENCE

Marketing Intern Sep 2025 - Present
Mailchimp, Atlanta, GA

- Pulled search queries from Search Console for the help center and listed 30 questions that had no clear article yet.
- Rewrote titles and intro paragraphs on 12 older guides, and impressions to those pages rose over the next two months.
- Checked links and image alt text on 50 pages each week and gave the content team a simple fix list.
- Compared the help center with two competitor sites for the same questions and noted which topics we were missing.
- Learned the team's keyword tracker and updated it every Friday with new positions and a one-line comment on each change.

Freelance Website Helper Aug 2025 - Present
Upwork, Remote

- Improved search visibility for a local bakery site by fixing page titles, adding a Google Business Profile, and writing three service pages.
- Set up Search Console and GA4 for two small clients and sent each a one-page monthly summary in plain language.
- Wrote product descriptions for a ceramics shop using keyword research, and the shop's top page moved from page three to page one.
- Added internal links between related shop pages and tracked the changes for six weeks in a simple spreadsheet.

Volunteer Web Content Coordinator Jan 2026 - Present
Habitat for Humanity, Atlanta, GA

- Rebuilt the volunteer signup page copy around the phrases people searched for, and signups from search rose 20% in three months.
- Added a simple FAQ page for first-time volunteers after reading search queries, and it became one of the top five entry pages.
- Trained two other volunteers to update pages with consistent headings, links, and descriptions.
- Created a one-page style guide for titles and headings so new pages followed the same simple pattern.

CORE SKILLS

Keyword research | Google Search Console | GA4 | Content updates | Title tags | Meta descriptions | Google Business Profile | Alt text | WordPress | Semrush free tools | Screaming Frog (free) | Spreadsheets | Clear writing

EDUCATION

B.A. in English, Georgia State University, Atlanta, GA

CERTIFICATIONS

Google Analytics Certification | Semrush SEO Toolkit Course