


Chris Humphrey

SEO Professional

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 Phoenix, AZ

 [LinkedIn](#)

SUMMARY



SEO and growth strategist with 10 years of experience leading technical, content, and product-focused initiatives that grow organic visibility and improve site performance. Known for building SEO programs from the ground up, collaborating across teams, and using data to drive decisions that move the needle. Focused on creating practical, innovative strategies that expand reach and deliver results.

WORK EXPERIENCE



SEO Consultant

Consumer Cellular | Remote | October 2024 – Present

- Lead a data-driven blog strategy focused on the senior and accessibility markets, clustering keywords into funnel-aligned topics and creating detailed content briefs and a publishing workflow. New posts now account for 20% of all blog traffic and over a million impressions in the first four months.
- Monitor Core Web Vitals & Google Search Console and deliver regular performance insights and strategy updates
- Oversee local SEO and store page improvements, to increase call volume, store visits, and visibility in local search.
- Conduct ongoing technical and content audits covering prerendering, crawlability, site architecture, Core Web Vitals, mobile performance, and structured data to improve crawl efficiency and reduce low-value indexation
- Reviewed existing digital PR strategy, discontinuing low-ROI efforts to save \$15K per month in agency costs.

SEO Manager

General Assembly | Remote | May 2023 – October 2024

- Collaborated closely with the development team to identify and prioritize technical SEO improvements, enhancing site performance and alignment with SEO best practices.
- Led the SEO strategy for the development of a new company website and B2B products, overseeing aspects such as schema implementation, URL structure optimization, and site hierarchy to boost search engine visibility and user engagement.
- Conducted competitive content market research and managed the SEO content calendar to drive organic growth, collaborating with the content team on blog posts, landing pages, and other assets.
- Migrated the company blog to a new platform with minimal ranking disruptions and developed an end-to-end AI content creation process to streamline production and maintain quality. Blog traffic increased by 54% post-migration.
- Developed comprehensive weekly SEO reports linked to quarterly business objectives, providing actionable insights and demonstrating measurable progress toward key performance indicators.

Senior Organic Strategist

BMG360 | Remote | November 2022 – April 2023

- Managed highly-customized SEO strategy for a portfolio of high-end national and international clients, aligning with their broader marketing goals.
- Demonstrated exceptional client-facing skills, preparing client-ready communications and presenting completed work in bi-weekly meetings.
- Converted 2 short term contracts into monthly retainers totalling \$16,000/mo.

Technical SEO Manager

Recurrent Ventures | Remote | June 2022 – September 2022

- Conducted enterprise-level technical SEO audits, covering log file analysis, crawl behavior, indexing, pagespeed performance, Core Web Vitals, AMP, and more.

- Collaborated with the product team to manage a queue of technical SEO JIRA tickets.
- Developed a scalable solution for tracking and addressing Botify and Google Search Console alerts.
- Utilized Screaming Frog to design an advanced Google Search Console report on index errors, enhancements, and crawl stats.

SEO Manager

Universal Technical Institute | Phoenix, AZ | September 2020 – May 2022

- Prepared and presented weekly, monthly, and quarterly organic measurement reports & forecasts for diverse stakeholder audiences, from managers to C-Suite.
- Conducted comprehensive technical SEO audits to assess and optimize crawlability and indexability of uti.edu.
- Led SEO strategy for cross-functional projects involving content, development, UX, and CRO teams.
- Planned and executed website migration strategies for business acquisitions.
- Led the strategy, planning, and execution of YouTube video content production to enhance audience engagement and drive organic growth.
- Provided internal strategy to align uti.edu with algorithm updates and the 2021 Core Web Vitals rollout.
- Key Results: Increased organic traffic by 76%, grew page 1 keyword rankings by 68%, boosting enrollments by 32%.

SEO Manager

RevolutionParts | Phoenix, AZ | October 2019 – April 2020

- Performed technical SEO audits to enhance eCommerce software.
- Developed the SEO service offering to improve organic performance of agency clients.
- Transitioned SEO reporting to an automated Google Data Studio dashboard solution.
- Supervised a team of 3 digital marketers focused on content creation and SEO best practices adoption.

SEO Strategist

Investis Digital | Phoenix, AZ | October 2018 – October 2019

- Drove organic growth for a diverse portfolio of B2C and B2B clients across various industries.
- Conducted website audits to identify and resolve SEO deficiencies and improve organic KPIs.
- Created custom Excel tools to streamline tasks and establish new processes.

SEO Analyst

Choice Hotels | Phoenix, AZ | April 2017 – September 2018

- Worked with Content and Digital Performance teams to refine reporting and measurement.
- Generated reports, analyzed data trends, and benchmarked SEO initiatives to gain insights and measure progress against established goals.
- Proficient with Excel, Search Console, Adobe Analytics (Omniure), Prerender, and BrightEdge.

SEO Specialist

Vertical Measures | Phoenix, AZ | February 2016 – March 2017

- Managed a variety of SEO-focused, client-facing deliverables, including keyword mapping & research, backlink analysis, metadata recommendations, content ideation, image optimization, and more.
- Used tools such as Google Analytics, Screaming Frog, Majestic, SEMRush, RIOT, SpyFu to gather and analyze data

SKILLS



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| • Technical SEO audits & site architecture | • Cross-functional leadership |
| • Content strategy & AI workflows | • Local SEO |
| • Site speed & Core Web Vitals optimization | • Problem solving & Innovation |
| • Analytics & data-driven reporting | • Client & stakeholder communication |