

RYAN FALLER

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SEO SPECIALIST/WEB WRITER

Experienced professional with demonstrated record of achievement in digital/traditional media production, pay-per-click management, search engine optimization, copy writing, and more. Proven leader with the ability to develop key strategies to increase readership and maintain current base of readers. Creates online copy and packages content using multimedia methods and search engine optimization techniques. Edits copy and writes headlines in a fast-paced, deadline-oriented environment. Interfaces across multiple departments to place engaging content that drives traffic for media and sponsor initiatives. Background in digital production including video, audio and web development.

CORE STRENGTHS

Search Engine Optimization • Search Engine Marketing • Pay-Per-Click Management • Project Management
Copywriting • Content Marketing • Multimedia Production • Audio/Video Production
Adobe Creative Suite • Microsoft Office • Sony Sound Forge • Final Cut Pro

PROFESSIONAL EXPERIENCE

SEO Arbiter, St. Louis, Missouri (2011 to Present)

Operations Manager

Oversee all client facing initiatives and supervise account management personnel of leading search engine optimization and pay-per-click management firm

Key Accomplishments:

- Assisted in spearheading efforts to grow pay-per-click division from 10 accounts in 2012 to nearly 300 in less than four years
- Executed daily management of 250+ SEO accounts to help spur company growth of more than 500% from 2012-2016
- Double as lead account executive and operations manager of former eight-person startup that has grown to nearly 40 employees, generating more than \$250,000 in monthly gross revenue within five years
- Manage more than 600 client accounts in a results-driven, fast-paced environment that is constantly affected by the ever-evolving search engine optimization and search engine marketing industries

Major League Baseball Advanced Media, New York, New York (2007 to Present)

Editor/Monitor

Assure quality of all streaming audio and video broadcasted via MLB.com, official website of Major League Baseball, which attracts more than 4 million visitors daily

Key Accomplishments:

- Contributes actively to quality assurance strategies for MLB.com, which draws over 2.6 billion users each year, by overseeing online services and uploading material to content management system

AVID Magazine, St. Louis, MO (2011)

Freelance Writer

Pitched detailed story ideas to key members of editorial team and upper-level management. Formulated clean, succinct copy for several popular sections of leading men's lifestyle and golf magazine

Key Accomplishments:

- Consistently produced high-quality, entertaining content under deadline to become one of publication's most dependable writers

Bleacher Report, Inc., San Francisco, California (2008 to 2011)

Featured Columnist

Partnered with assignment editors to increase readership, execute content calendar objectives, and expand publishing opportunities through syndication with fellow sports news outlets, such as FoxSports.com

Key Accomplishments:

- Wrote compelling, entertaining, and informative copy on various topics to engage loyal readership over a series of years, leading to nearly 900,000 total reads
- Created popular articles for open-sourced sports journalism network that receives more than 45 million visitors each month and is the second-largest digital sports site on the Web
- Recognized as a featured columnist 10 months after joining the network, which resulted in increased exposure and syndication by major news outlets, including ESPN.com
- Won company-wide contest for distinguished writing by producing a popular article reviewing memorable sporting moments of 2008

Examiner.com (2008 to 2010)

Online Writer

Increased website traffic and visitor loyalty by using new media to package content, including photo slideshows, podcasts, videos, and search engine optimization techniques

Key Accomplishments:

- Created dynamic content for a website receiving more than 20 million unique visitors monthly by conducting comprehensive interviews, producing editorials, and developing unique feature articles

Fanball.com/Rototimes.com, St. Louis, Missouri (2008 to 2009)

Associate Editor

Wrote clear, succinct, and informative content for two leading fantasy sports websites, including breaking news, headlines, and teasers

Key Accomplishments:

- Content entrusted with consistently updating passionate customer base with the very latest information regarding scores, player statistics, and more

EDUCATION

Bachelor of Arts in Communication

University of Missouri-Columbia

CERTIFICATIONS

- Google AdWords
- Google Analytics