

Joanna Cheney, MBA

SEO Specialist II at Perficient

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Experience

SEO Specialist II at Perficient

August 2014 - Present (1 year 4 months)

****Formerly Zeon Solutions, Inc. Acquired January 2015** I play a key role in the execution of organic search optimization and content strategy for small to medium sized clients. Additionally, I work with our internal project management and development team to identify, organize, and prioritize tasks to ensure SEO value is maintained through a site launch or platform migration.

Internet Marketing Analyst (SEO) at National Business Furniture

October 2012 - August 2014 (1 year 11 months)

Oversees the search engine optimization (SEO) efforts across all four OEG brands and ensures continuous improvement of our organic traffic. • Worked with IT and Merchandising department extensively over the last two years to get accessibility necessary to add optimized meta data and on-page content for category and product pages. • Researches key phrases, monitors rankings/traffic, and continuously writes/edits content to target the highest volume/most relevant key phrase niche. • Works with in-house and freelance writers to create SEO rich content that is both user friendly and search engine friendly. • Increased organic traffic to www.nationalbusinessfurniture.com 48.6% for YOY for Jan-June 2014 vs 2013. • Implemented necessary changes to www.officefurniture.com that were instrumental in its recovery from Google's Panda and PayDay Loans algorithm changes.

Ecommerce Intern at Displays2go

July 2013 - November 2013 (5 months)

Temporarily relocated to Bristol, RI to work with a sister company of NBF to learn their Ecommerce practices and strategies regarding online marketing, paid search, search engine optimization (including content and technical aspects), and web development.

Web Product Assistant, OfficeFurniture.com & OfficeChairs.com at National Business Furniture

January 2012 - September 2012 (9 months)

• Developed a data integration process in order to collect information from multiple sources for pricing decisions. • Utilized Google AdWords to track traffic by keyword and calculate conversion rate by landing page. • Performed keyword analyses to identify optimal keywords, niches, and opportunities to increase organic traffic. • Created accurate, interesting, and informative content for product descriptions, meta descriptions, and PPC ads.

Research Analyst at Market Probe

May 2011 - January 2012 (9 months)

- Assisted in constructing satisfaction questionnaires, proofing surveys for grammar and question order, and testing survey instruments.
- Wrote SPSS syntax to extract, clean and manipulate data for analyses.
- Created a templating system, which enables SPSS output to be pasted directly into Powerpoint graphs to quickly and accurately populate reports.
- Performed analyses (e.g. loyalty metrics, quadrant, regression analysis) to measure current customer satisfaction and identify key factors that drive satisfaction for national and international service industry leaders, such as CVS Caremark and ManpowerGroup.

Interactive Analyst, Marketing & Strategy at 15miles | The Interactive Division of TMP Directional Marketing

July 2010 - April 2011 (10 months)

- Worked closely with account and product teams to create sales presentations.
- Utilized industry research and traffic data for presentations to current and prospective clients.
- Created Internet Yellow Pages proposals, and built media plans on regional and national levels.
- Applied market research to determine best sites/ directories and negotiated publisher discounts to meet budgets.
- Frequent blogger (www.searchperspective.com) on industry news and innovations.
- Developed a stream-lined analysis method for interactive and print yellow pages competitors, which allowed multiple categories/headings to be evaluated and enabled comparable results throughout the Marketing department among all analysts.

Media Planner at TMP Directional Marketing

November 2006 - July 2010 (3 years 9 months)

- Create individual Yellow Pages directory recommendations with Internet Yellow Pages advertising proposals, aimed at optimizing advertising dollars and effectively reaching clients' target markets.
- Analyze national clients' strategies, directories' competitive climates, Internet Yellow Pages' reach, secondary and primary research, and industry standards to identify opportunities for advertising growth.
- Promoted to Tier 2 after only 2 months of employment (usually achieved after 3+ months).
- Regularly exceeded monthly production goals and maintained an error ratio of less than .5%.
- Help meet team time management goals such as a 55 day lead time and 1.5 turnaround time.

Skills & Expertise

PowerPoint

Outlook

SEM

SEO

Google Adwords

Local Search

Writing

Data Analysis

Competitive Analysis

Marketing Research

Surveys

eBay
Microsoft Office
B2B eCommerce
Social Networking
B2B
E-commerce
Online Advertising
PPC
Social Media Marketing
Market Research
Leadership
Social Media
Direct Marketing
Web Analytics
Training
Advertising
Google Analytics
Email Marketing
Facebook
Organic Search
Surveying
Marketing
Strategy
Web Marketing
Online Marketing

Education

University of Wisconsin-Milwaukee - School of Business Administration

MBA, eBusiness, 2012 - 2015

Grade: 3.7 GPA

University of Wisconsin-Milwaukee

BBA, Marketing, 2003 - 2006

Grade: 3.0 GPA

Specialties

Microsoft Office Suite (Excel, Access, Outlook, PowerPoint, Publisher); Familiar with Facebook, foursquare, Twitter, and Search Engine Marketing tools; Knowledge of Search Engine Optimization; Ability to learn new software and tools quickly and efficiently.

Interests

SEO, eCommerce Marketing, Social Media, Reading

Certifications

Google Partners - Analytics Certification

Google May 2015 to November 2016

Courses

MBA, eBusiness

University of Wisconsin-Milwaukee - School of

Business Administration

Web Mining & Analytics

BUS ADM 741

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9 people have recommended Joanna

"I worked with Joanna on many projects during her time at National Business Furniture and was able to see her intelligence, passion, and drive first hand on many occasions. When it comes to search engine optimization, Joanna is a true expert, and I consider myself very lucky to have learned from her on this particular topic. I respect Joanna not only for her SEO knowledge, but also for her dedication to continuous improvement and growth."

— **Rachel Bindl**, *Content & Social Media Coordinator, National Business Furniture*, worked directly with Joanna at National Business Furniture

"I've had the pleasure of working with Joanna for the past few months on SEO projects. She is very helpful, detailed, easy to work with and clearly knows her stuff. Glad to have her as a colleague."

— **Elesha Garza**, worked with Joanna at National Business Furniture

"I had the pleasure of supervising Joanna during my tenure as General Manager at OfficeFurniture.com. Joanna is very skilled at helping to improve overall organic page rank while at the same time protecting existing page rank. She also does an excellent job keeping up with new SEO trends and tactics. I would recommend Joanna to any company looking to improve their organic search results."

— **Eric Grunewald**, managed Joanna at National Business Furniture

"Joanna is a detail-orientated individual who can view a website with technical precision. She does a good job researching a given subject and voice the potential results of a decision."

— **Joshua Dettman**, worked with Joanna at National Business Furniture

"Joanna has the ability to jump in to any situation and quickly grasp the task at hand, with little explanation needed. When helping to create and deliver a complex report, she did so accurately and quickly at the same time! She asked relevant questions and offered great insight on the analysis, not to mention improving the look and read-ability of some pretty complex graphs and charts in PowerPoint. In my opinion...she is a first round draft pick!"

— **Laura Cleary**, managed Joanna indirectly at Market Probe

"I worked with Joanna extensively throughout her time on the Marketing team. A quick learner, Joanna was able to produce a variety of projects independently almost immediately after joining the team. This was most apparent with her ability to execute quality customized annual Yellow Pages program recommendations with very little formal training. Joanna is extremely conscious of a client's needs and will always take the time to ensure she is providing them with the most ideal recommendation. Self-sufficient, thorough and strategic, Joanna would be an asset to any organization."

— **Jane Wamsley**, managed Joanna indirectly at 15miles | The Interactive Division of TMP Directional Marketing

"I hired Joanna during a critical time in our business. We needed someone who could get up to speed quickly and was a go-getter. Joanna did not disappoint. She was a very quick learner and consistently exceeded production goals with a low error rate. She moved quickly through the ranks and helped us to train newer employees. Joanna is a dedicated employee that can be counted on to get the job done."

— **Corinne Donner**, managed Joanna indirectly at TMP Directional Marketing

"Joanna was the Media Planner for two major accounts that I managed. Joanna made solid recommendations for each franchise based upon their budget and account guidelines. Joanna was efficient and demonstrated a great work ethic. She would be an asset to any company."

— **Kate Dickson**, worked with Joanna at TMP Directional Marketing

"I had the pleasure of working with Joanna at TMP Directional Marketing in a supervisor role when she was a Media Planner. Joanna was a strong worker who was very task-oriented and stayed on top of her schedule with little to no supervision needed. If her schedule was finished early, she would readily help others complete their work to ensure the entire group finished within the deadline. She was a very fast learner and had an excellent eye for detail. Joanna is an easy-going person and works well in a group setting or independently. I'd be honored to work with her again in the future."

— **Katie Seghers**, managed Joanna indirectly at TMP Directional Marketing

[Contact Joanna on LinkedIn](#)