

# Rachel Howe

Freelance SEO & Content Marketer

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## Summary

\*Currently looking for full time work / freelance projects.\* For over five years, I've worked in the digital marketing field working with local and mid-sized businesses to large corporations by building their online visibility and leads through search engine optimization (SEO). I've been described as: "Organized, affable, and imaginative. Someone with strong emotional intelligence about what motivates other people. You're able to be adaptable to different situations and people. You treat everyone equally, think big picture while being practical, and execute (get things done)."

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## Experience

### **Owner at Bite Sized Media**

October 2015 - Present (2 months)

Bite Sized Media is a digital marketing company that helps build brands through micro content. We build social campaigns that focus on content creation and bite-sized promotion that resonate with your target audience. Our goal is to help your company build your brand by providing frequent, timely, relevant & engaging content unique to the platform your audience is on. We're modern marketers with a mixture of SEM, PR, branding, writing, social, & technical skills who are insatiably curious and dedicated to getting our clients results. Other services include search engine optimization (SEO), website audits, and digital strategy development for B2C clients. Learn more about us or get in touch here: <http://bite-sizedmedia.com>

### **Freelance SEO Consultant & Content Marketer at Rachel Howe Consulting**

September 2015 - Present (3 months)

I'm currently freelancing in addition to looking for full time work while I try to build my freelance client base. My ideal clients are B2C businesses in the growth oriented stages that are looking for help building their business online through content marketing, SEO and social media. I have six consecutive years of agency experience working in the search marketing industry. I've worked with both B2C & B2B companies to create and execute their SEO strategies. Some of the clients I've worked with include Wheaton Franciscan Healthcare, Johnson Controls, Associated Bank, and Blood Center of Wisconsin. I'm highly experienced with Google Analytics, Google Tag Manager, the WordPress content management system, Microsoft Excel, Word & Powerpoint, Apple Keynote and presenting in front of clients. I'm also familiar with the Google Adwords platform and the strategic aspects of paid advertising. Visit my website [rachelhoweconsulting.com](http://rachelhoweconsulting.com) for more information about me and my services, or click to call for consulting advice with the link below.

### **Writer at Get Busy Media**

October 2011 - Present (4 years 2 months)

As a member of the GBM team, I contribute articles on marketing and SEO topics targeted towards our small business/entrepreneur audience. More about Get Busy Media: Get Busy Media is a Technorati Top 100 small business blog that provides insights, information, and resources to small business owners. Get Busy is comprised of a group of young, innovative marketers focused on bringing quality content to our readers and followers. Through our blog we offer fresh content on trending topics such as social media, SaaS programs, web 2.0 support, SEO, and more. Partnerships: In July 2011, we announced our partnership with The Epoch Times, an international, independent newspaper that offers a "fresh look at our changing world." Our content runs once a week in their Business section, both online and in print. We're thrilled about this opportunity to provide our readers with more avenues to engage with our content. Check out their website at: <http://www.theepochtimes.com/> Recognition: - Named top 32 small business blog and top 135 business blog by Technorati, click here--> <http://bit.ly/iTCnLK> - Featured as the Fox Small Business Center's 'Tweet Business of the Day' in Sept, 2011--> <http://bit.ly/pTb6KR> - Posts featured in Smallbiztrends.com, Business Insider, Google Magazine (The Big G), Facebook's magazine, LinkedIn's magazine and BizSugar.com.

### **SEO Manager at EPIC Creative**

November 2014 - September 2015 (11 months)

I initially joined EPIC Creative as an SEM Manager, but eventually moved into an SEO management role. As the SEO Manager, I was responsible for leading strategy and executing tactics for EPIC's B2B SEO clients in addition to provide guidance and assistance to the junior SEM Specialists. As a relatively small and young SEM department, a large amount of my time was researching tools to help our department carry out our work, creating internal templates, and finding ways to educate the account management staff on what our team does and how we can help & grow our existing client base. Some accomplishments include being part of a team that landed a pitch to a local ecommerce client. In addition, my department performed several lunch and learns successfully. Speaking & Presentations: January 2015 - Put together a presentation for the account management team on SEO best practices and how EPIC's current structure/processes can be improved to grow the department. March 2015 - Organized Digital Advertising Breakfast with Google to help educate account management staff to better understand and sell Adwords to our clients.

### **Senior Search Marketing Specialist at Zeon Solutions**

December 2013 - November 2014 (1 year)

As a Senior Search Marketing Specialist at Zeon Solutions, I work with many enterprise level e-commerce & lead generation clients to develop and execute sustainable SEO programs. Alongside programs, I also work on web development projects to ensure the site is built search engine friendly from the ground up. Typical e-commerce & CMS platforms I work with include Sitecore, Magento, zNode and Wordpress. Clients include those in healthcare, landscaping supply, manufacturing & general construction. In addition to my daily responsibilities, I also work to improve departmental processes, conduct trainings for interns and internal team members, promote industry thought leadership through our company blog & social media platforms and through local speaking opportunities. Speaking & Presentations: Google My Business & Local Link Building - Wordcamp Milwaukee 2014 Online Networking - UW-Milwaukee (2014) LinkedIn

for Networking - UW-Milwaukee - Delta Sigma Pi Professional Event (2014) LinkedIn for Networking - UW-Milwaukee - Future Healthcare Executives Event (2014) Volunteer Work: Mock Interviews - UW-Milwaukee (2014) As part of Zeon's effort to recruit college graduates into internship/full time positions, I was able to participate in a mock interview session where I interviewed business students and coached them on ways to improve their resume and interview skills. Conferences Attended: SMX Advanced Seattle (2014)

### **Search Marketing Specialist at Zeon Solutions**

September 2012 - December 2013 (1 year 4 months)

Aided in strategy and executed tactical work including performing website audits, keyword research and meta tag development, Google Local listing creation and optimization, conducted competitive analysis' and copy development. Speaking & Presentations: 2013 - Put together a presentation for project managers & practice leads on how to improve communication and processes on SEO setup projects. Conferences Attended: SES Chicago (2013)

### **SEO Specialist at Top Floor Technologies**

November 2011 - September 2012 (11 months)

As a Search Engine Optimization (SEO) Specialist at Top Floor Technologies, I worked with many Milwaukee and nationally based industrial manufacturing clients in the growth oriented stages. From strategy creation to execution, I worked with search marketing budgets to help build and maintain businesses online visibility and online leads & sales through search engine optimization. Speaking Experience: Google Analytics Workshop - Crowne Plaza Hotel

### **Internet Marketing Analyst at Orion Group**

February 2011 - November 2011 (10 months)

While working with Orion, I conducted initial SEO audits and worked to implement these changes to client websites while also observing data from web analytics to optimize conversions. Some of my previous work included: • Drafting internet marketing proposals • Client meetings • Creating content for Orion and client websites • Google Analytics, Google Adwords, Google Webmaster Tools • Worked with Wordpress CMS (content management system) • Microsoft Excel, Microsoft Powerpoint • Twitter, LinkedIn, Facebook, Youtube, Raven Tools • Adobe Photoshop • Linkbuilding, search engine optimization(SEO), and social media marketing Conferences Attended: Wordcamp Chicago (2011)

### **Switchboard Operator at Northwestern Mutual**

September 2009 - March 2011 (1 year 7 months)

- Answered incoming calls to the company switchboard and transferred them to the appropriate area. • Sent misdirected faxes to the correct recipients using Rightfax software.

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## **Volunteer Experience**

## **Volunteer at University of Wisconsin Milwaukee**

2014 - Present (1 year)

Mock Interviews - UW-Milwaukee (2014) As part of Zeon Solution's effort to recruit college graduates into internship/full time positions, I was able to participate in a mock interview session where I interviewed business students and coached them on ways to improve their resume and interview skills. I also spoke about online networking for a few business classes and using LinkedIn for networking for an on-campus organization.

## **Search Engine Marketing Strategy Development at VolunteerMatch**

February 2015 - Present (10 months)

Helping a non-profit organization improve their search engine marketing efforts to improve search visibility.

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## Projects

### **Behance Project Portfolio**

December 2013 to Present

Members: Rachel Howe

A portfolio of my projects.

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## Courses

### **Bachelors of Business Administration, Marketing/ Marketing Management, General**

University of Wisconsin-Milwaukee

Marketing Research

Marketing Management

Marketing and Promotions

Corporate Finance

Financial Accounting

International Marketing

Italian

Business Management

Sports Marketing

Business Statistics

Calculus

Information Systems

Managerial Accounting

Quality and Process Improvement

Managerial Economics

Visual System Development

Consumer Behavior

Business Law

Operations Management

Business Writing

## **Bachelors of Business Administration, Marketing**

Carroll College

Cultural Diversity

Psychology

Philosophy

Ethics

Human Resources Management

Small Business Management

Small Business Marketing

Zoology

English

Research Writing

Statistics

Algebra

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## Skills & Expertise

**Google Analytics**

**SEO**

**SEM**

**Online Marketing**

**Social Media Marketing**

**WordPress**

**Online Advertising**

**Digital Marketing**

**Market Research**

**PPC**

**Google Webmaster Tools**

**Google Adwords**

**Link Building**

**PowerPoint**

**Web Analytics**

**Organic Search**

**Local Search**

**Search Advertising**

**Creative Writing**

**Excel**

**SEO copywriting**

**ecommerce seo**

**Amazon Store Optimization**

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## Languages

**English**

(Native or bilingual proficiency)

**Italian**

(Limited working proficiency)

**Spanish**

(Limited working proficiency)

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## Certifications

### **Inbound Marketing Certified Professional**

HubSpot     December 2010

### **Google Analytics Individual Qualification**

Google     December 2013 to June 2015

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## Education

### **University of Wisconsin-Milwaukee**

Bachelors of Business Administration, Marketing/Marketing Management, General, 2007 - 2012

Activities and Societies: Delta Sigma Pi, Student Association

### **Carroll College**

Bachelors of Business Administration, Marketing, 2005 - 2007

Activities and Societies: Track and Field, Tennis

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## Interests

Entrepreneurship, Small Business Marketing, Search Engine Marketing (SEO & SEM), Social Media Marketing, Content Strategy, Reading, Cooking, Fitness, Art, Running, Tennis

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## 7 people have recommended Rachel

"Rachel connected with me via a blog post that I had written about a year ago. She left an insightful comment, in essence, challenging me to write a better post and urging me to provide more context around my recommendations. Soon after, I asked that she join our team at Get Busy Media and since this time, she has been an absolute rock star. She consistently writes great content for the blog and has established herself as an internet marketing and SEO expert during this time. Her posts are consistently some of our top viewed posts and more often than not generate comments from our readers, asking her for more advice! Rachel has been central to Get Busy Media's success during the last year. She is not only a smart and diligent worker, but an incredible person. Anyone who has the pleasure of working with Rachel is truly lucky. Get Busy Media would not be where it is today without Rachel's significant contributions, both from her work and from her desire to achieve success."

— **Jim Armstrong**, worked directly with Rachel at Get Busy Media

"I worked with Rachel in the SEO department at Top Floor Technologies. As someone new to Search Engine Optimization, Rachel was instrumental in my development. Always willing to answer questions, review my work and offer recommendations, I wouldn't be where I am without her help. Rachel is not only dedicated to doing quality work, but also to maximizing the efficiency of those around her. While working at Top Floor, Rachel developed the framework for an incentive program for our department to not only increase employee job satisfaction, but ensure quality work from all members of the team. I enjoyed my time working with Rachel, and I hope I get the opportunity to work with her again!"

— **Justin Kerley**, worked directly with Rachel at Top Floor Technologies

"I enjoyed working with Rachel because she extremely dedicated and passionate not only about SEO, but continual professional development. As an SEO Pro, she always seeks to provide her clients with the best consultation, strategy and tactics, which has resulted in greater traffic and goal conversions for her client's websites. She is diligent about monitoring search trends and staying on top of changes that may affect SEO, and then sharing that information through various channels."

— **Eric Vallee**, managed Rachel at Top Floor Technologies

"Rachel was an integral part of our fast-growing Internet Marketing division. She was reliable, efficient and knowledgeable. We enjoyed having her as part of the team and I highly recommend her to anyone considering working with her."

— **Joel Clermont**, managed Rachel indirectly at Top Floor Technologies

"Two words that describe Rachel are "entrepreneurial" and "meek". I admire her passion to learn new things and to take on so many new responsibilities. I think that Rachel is on her way to becoming a true Milwaukee SEO professional."

— **#Scott Offord#**, managed Rachel at Top Floor Technologies

"Rachel has been a pleasure to work with. Her positive and professional attitude and outstanding work ethic makes her the perfect fit for any team. She exhibits effective communication and her strong attention to detail has always shown to benefit the company. She would be a smart addition to any business."

— **Tyler Draheim**, worked directly with Rachel at Northwestern Mutual

"I had the opportunity to work with Rachel on a fairly extensive marketing project. I found her to be very talented and knowledgeable regarding marketing techniques. She was a dedicated, responsible team player with exceptional communication skills. Her creative abilities positively impacted the entire scope of the project. I would feel fortunate, and not hesitate for a moment, to work with Rachel on any project in the future."

— **Jerry Herbst**, studied with Rachel at University of Wisconsin-Milwaukee

[Contact Rachel on LinkedIn](#)