Dylan Scacchetti

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Work Experience

Associate MarTech Director, SEO & UX   AUGUST 2023 - PRESENT
MarTech Strategist, SEO & UX   DECEMBER 2021 - NOVEMBER 2023
Madden Media, Full-Time, Remote

- Acted as lead strategist, directing, growing, and managing SEO & UX department while growing team from 1 to 6, clients from 22 to 60, resulting in a 190% increase in revenue.
- Executed reporting and strategy calls for evaluating performance, identifying opportunities, and defining SEO roadmaps and campaigns to boost YoY organic traffic from 70% to 160%.
- Introduced new SEO processes for website builds, client onboarding, and site migrations to streamline content and technical analysis of existing and potential web pages and assets.
- Created SEO campaign strategies for evergreen content, pages, and posts based on search trends and entity analysis to boost search engine and search generative experiences visibility.
- Innovated technical audits and strategized HTML, CSS, and JavaScript opportunities for developers as part of ongoing, concurrent SEO end-to-end projects.
- Presented at conferences as panelist at State of Washington Tourism Conference, breakout session presenter at Idaho Conference on Recreation and Tourism (ICORT), and general session presenter at Wyoming Governor's Conference.
- Received *Employee of the Month Recognition* in March 2022 and February 2024, and *MVP of the Year* in December 2022.

UX Design Tutor   OCTOBER 2020 - PRESENT
CareerFoundry, Freelance, Remote

- Evaluated and mentored students in UX Design as they developed case studies in Figma and Adobe XD for portfolios and UX projects.
- Provided students with regular communication and encouragement, understanding their unique goals and needs, and providing ongoing support and guidance.

Web Designer / Content Creator   FEBRUARY 2021 - DECEMBER 2021
SP Plus, New York, NY

- Built, designed & developed WordPress websites using HTML, CSS, PHP, and JavaScript for municipalities and parking management companies.
- Created digital content, images, and videos focused on customer experience and increasing organic traffic and customer engagement.

Marketing Specialist, SEO & Content   JULY 2019 - APRIL 2020
Marketing Assistant, SEO & Content   OCTOBER 2017 - JULY 2019
Outspoken Media, Troy NY

- Worked directly with CEO to identify, develop, and execute SEO campaigns for expansive portfolio of clients crossing multiple industries.
- Mentored, trained, and reviewed SEO and CRO deliverables created by junior team members before sending for client review and reports.
- Performed keyword and competitor research for landing pages to aid users and improve performance in search results while executing ongoing AB tests to optimize web experiences.

Education & Certifications

UX Design Plus Certification, CareerFoundry   NOVEMBER 2018 - JULY 2020
Bachelor of Arts in Economics & Animation/Illustration, SUNY Fredonia, NY   MAY 2017

Skills

Search Engine Optimization
Content Optimization
Technical Audits
Content Audits
Web Analytics
HREFlang
Backlink Reclamation
CWV Optimization
SGE Optimization
AB Testing
User Research
Usability Testing
Competitive Analysis
User & Task Flows
Information Architecture
Web Analytics
Animation
Digital Illustration

Tools

Moz / Spyfu / STAT
Ahrefs / SEMrush
BrightEdge
Screaming Frog
Google Search Console
Google Analytics 4
Google Tag Manager
Bing Webmaster Tools
Figma
Adobe XD
Adobe Photoshop
Adobe Illustrator
Adobe Animate
Adobe After Effects
Adobe Premiere Pro
WordPress
Python
HTML, CSS, & JavaScript