

Dear Client,

Here's why you should hire me for your SEO project!

During the past year, I worked at Search Engine People as an SEO Content Writer. The SEO knowledge for this role when it began was minimal. I needed to perform keyword research and ensure all of my content had optimized on-page elements. But I found the subject so interesting and knew I wanted to grow in that capacity.

Through a combination of education, training and work experience, I took my SEO knowledge to the next level. I completed a 35 hour course through Marketmotive, which gave a full understanding of SEO in its entirety and the four critical elements of SEO: on-page, domain, keyword, and off-page. I also had an incredibly knowledgeable team supporting my efforts.

As a result, I became the go-to person at Search Engine People for whenever a client needed on-page support for their entire website. This involved pulling all their site data using Screaming Frog, using Google Keyword Planner and the Moz Keyword Tool to select the right keywords, mapping keywords onto their relevant pages, optimizing all of the on-page elements and reporting back to how the clients ranking improved as a result using SEMrush.

These projects were in a diverse number of industries like Automotive, Retail, Franchise, IT, healthcare and more. Each of these industries structure their website differently based on their product offerings and general inbound strategy and I needed to adapt my work to ensure I delivered the best results.

In short, I have the SEO expertise, the agency experience and the love of the subject that would make a great fit for you. If you agree, let's meet in person and discuss your project and my qualifications in further detail.

Thanks for your consideration,  
Ryan MacKellar

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# Ryan MacKellar

I'm a bilingual marketer who uses search engine optimization strategies and content that delights to organically win you customers and loyal fans. My interests are in using technology to solve business and social problems.

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## Professional Experience:

### **Search Engine People - SEO Content Writer – February 2016 to December 2016**

Search Engine People is a B2B Marketing Agency Specializing in Search Engine Optimization (SEO) & Pay Per Click Advertising. Staff size approximately 60. Located in Pickering, Ontario.

#### **Achievements:**

- Implemented SEO & inbound marketing strategies for several B2B SaaS clients using Hubspot & Salesforce. Successes include doubling organic traffic within six months and boosting leads by 25% compared to the previous year.
- Wrote & posted for multiple client blogs. Successes include increasing blog traffic by 50% within 9 months thanks to my SEO & social promotion strategy.
- Provided keyword research, URL, information architecture and on-page SEO recommendations for clients' website to drive organic web traffic.
- Created content as requested including SEO optimized webpages, ebooks, editorial calendars, and blogs.
- Designed ebooks and whitepapers using Photoshop and InDesign.
- Received extensive training in the fundamentals of SEO.

### **Alzheimer Society - Communications Assistant - November 2012 to February 2016**

The Alzheimer Society is Canada's largest health charity devoted to reducing the personal and social impact of Alzheimer's disease and other dementias. Staff size approximately 70. Located in Toronto, Ontario

#### **Achievements:**

- Developed creative concepts and copy for digital fundraising campaigns. My most successful campaign doubled our fund total from \$25,000 to \$50,000 in one month.
  - Supported the creation of national media campaigns, including key messaging, lead generating content and press releases. My work was featured in the Huffington Post & the Conference Board of Canada blog.
  - Wrote and created educational sections to attract users from our desired client service based using SEO and content development. Several became the #1 page rank for high volume keywords.
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## **Education:**

### **Masters of Arts Queen's University; Kingston, Ontario**

- Completed in Canadian History; graduated August 2012. GPA 3.7/4.0.
- Awarded Queen's Graduate Fellowship Scholarship.

### **McGill University; Montreal, Quebec**

- Completed a degree in history; graduated May 2011. GPA for major 3.5/4.0, CGPA 3.3/4.0.
  - Minor in French Language and Composition.
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## **Certifications:**

- Certification in Search Engine Optimization from Marketmotive.
  - Google Analytics Certified.
  - Google Adwords Certified for Search Network Advertising.
  - Hubspot Certified Partner for Marketing Automation.
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## **Interests:**

### **Tech Startups**

- Volunteer at Tech Startup Unleashed, a Local Toronto Meetup Community. Also provide SEO, web and blogging support as needed.

### **Mountain Climber**

- Climbed Mount Kilimanjaro.

### **Musician**

- Played the tenor sax in multiple bands in Toronto & Montreal area. Currently a member of Downward Funk, a Toronto area funk band.

### **Blogger**

- Author of 4 different blogs from 2012-2015: a history blog, a music blog, a humour blog and a blog detailing my band's cross country tour.

### **Chef**

- Completed multiple courses at the George Brown School for Culinary Arts.
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