

CHRIS P. HINES

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Dynamic and results-focused SEO marketing leader with a verifiable record of achievement in creating, optimizing, and deploying SEO strategies resulting in explosive search engine visibility and sustainable revenue streams. Relevant skills include:

- Google Analytics, Webmaster Tools, Moz & ahrefs
- Expert in White Hat SEO Tactics and Strategies
- Content Management and Deployment
- Landing Page Design and SEO/SEM Optimization
- Google AdWords and Bing Ads Management
- Advanced in HTML5 and CSS3, Responsive Design, W3C Standard
- Advanced in Adobe Photoshop CS6 and Illustrator
- Microsoft Visual Studio

HIGHLIGHTS OF RELEVANT EXPERIENCE

- **Leveraged Agrilicious' content to go from 0 to over 6 million pages indexed** and providing continuous sustainable organic google traffic of 10,000 unique visitors each day without using any marketing dollars.
- **Took PerfectMatch.com's overall SEO strategy to over 22 million indexed pages** using geographical and long tail keyword techniques and achieving organic page 1 results.
- **Achieved page 1, top 5 results on many popular targeted keywords** by creating and optimizing landing pages, managing content and using a search engine friendly architecture.
- **Over 2000% indexed page count growth for BigChurch.com and FastCupid.com.**
- **Achieved over 10% sales conversions and 50% join to click conversions** on targeted long tail keywords and landing pages.
- **Created graphic designs, images, and sweepstakes for Hollywood productions and TV shows** such as *Paul Blart Mall Cop, Must Love Dog, The Bonnie Hunt Show, Dr. Phil, Live with Regis and Kelly, Good Morning America and Lifetime TV's Perfect Romance, Spider-Man 3, Superman Return.*

PROFESSIONAL EXPERIENCE

AGRILICIOUS.ORG - *SEO Manager and Developer*

October 2013 – Present

I am in charge of all things SEO and content management. When Agrilicious.org launched in April 2014 I began working on an SEO strategy that took the company from less than 100 unique visitors per day to 10,000+ / day in only 3 months time. Agrilicious has now enjoyed sustainable relevant organic traffic for the last 2 years without spending any marketing dollars. I am also in charge of coding the front end of the website which has allowed me to make all the necessary optimizations for not only search engines but for social media as well. I completely made the framework of Agrilicious with a responsive web design so that we could stay ahead of the curve of google's PageRank algorithm. I perform keyword analysis, track backlinks, brand mentions, what competitors are doing and I am constantly plugged into any changes google makes that may affect organic search performance.

Professional Experience

TALKSPOT.COM - *SEO Specialist and Online Marketing Consultant***October 2012 – October 2013**

I was responsible for all of Talkspot's content management, marketing and SEO strategies. I created optimized landing pages for SEO and SEM use and managed all Google AdWords and Bing Ads campaigns. I designed and oversaw development of the payment funnel as part of Talkspot's registration process as well as setup and managed the affiliate program. Other responsibilities included media buying, email marketing, social media management, web page template design and customer service backup.

PERFECTMATCH GROUP, INC - *SEO Manager & Senior Graphics Designer***July 2011 – June 2012**

I developed and implemented a successful SEO strategy for all properties operated by PerfectMatch Group Inc. (PMGI) including (PerfetMatch.com, FastCupid.com, Bigchurch.com, YoungAtHeart.com and Amigos.com). I performed keyword analysis, managed content, created the URL structure and wrote all META tags. I leveraged social media, articles and user driven content for SEO purposes. I Designed, coded and optimized landing pages for SEO and SEM campaigns. I was also involved in helping manage and maintain the Perfectmatch Group affiliate program.

MATRIMA, INC - *SEO Specialist & Senior Graphics Designer***April 2003 – July 2011**

I served as the SEO Guru and Senior Designer responsible for developing and optimizing landing pages for SEO and SEM campaigns, resulting in page 1 organic search results and over 22 million indexed pages. Also I was in charge of keyword analysis, content management, URL structure, META tags and "look", "feel" and usability of all Matrima communities.

KISS.COM - *Senior Web Designer / Front End Developer***March 1999 – October 2001**

I served as the primary Web Designer of one of the first online mainstream dating sites - Kiss.com, an award-winning site that tallied more than 200 million page views per month, and later uDate.com resulting in the acquisition of both sites by Match.com for \$150M in 2002.

DATABASE SOLUTIONS, INC - *Web Design and Network Specialist***July 1997 – March 1999**

I assisted customers with technical issues and served as the primary web consultant / developer. I conducted hardware installations including modems, DSL, hard drives, backup systems and new workstations.

EDUCATION & REFERENCES

ARIZONA STATE UNIVERSITY, Tempe, AZ

Business Administration**Computer Science**

For a list of my professional experience and references please visit my personal website at www.chrishines.net