

Josh Millrod

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WHY ME?

I have a passion for creating unique strategies for challenging situations. My clients have ranged from Brooklyn hipsters trying to build blog traffic to Fortune 500 companies wanting to give their customers “more manly” search results. In past campaigns, I have optimized popular CMS's, rebuilt sites from the ground up and created a following for clients using social media. I've learned that no two SEO campaigns are alike and SEO strategy is an art form. There is no such thing as a tried and true method.

EMPLOYMENT

thehappycorp global, New York, NY, Digital Strategist

May 2008 to Present

Clients: Old Spice, MoMA, LVHRD, Datamotion, Illuminated World, Amy's Babies

- Wrote strategy briefs and oversaw their execution for marketing campaigns
- Consulted on SEO friendliness for IA and coding on new site builds
- Managed keyword and market research projects
- Rebuilt Wordpress, static HTML and flash sites to increase spiderability
- Conducted link research and managed linkbuilding campaigns
- Authored and managed AdWords campaigns
- Used Google Analytics and Google Website Optimizer to track site performance and optimize user experience
- Managed social media promotion campaigns on Facebook, Myspace, Twitter and niche social networks

Freelance SEO Consultant

April 2008 to Present

Clients: Impose Magazine, eNeighborhoods (Coldwell Banker, Century 21 & ERA)

- Taught editorial staff basic SEO skills for online journalism including headline and copy writing and creating effective meta-descriptions (Impose)
- Optimized Wordpress CMS to increase overall site rankings and page specific rankings (Impose)
- Developed social media strategies for Twitter, StumbleUpon and Digg (Impose)
- Consulted on development and implementation of system to dynamically generate sitemaps, robots.txt files and SEO-friendly URLs (eNeighborhoods)

MPG Inc., New York, NY, Marketing Coordinator

August 2007 – May 2008

- Optimized a website by altering copy and design which doubled backend conversions and raised homepage conversions from 40% to 60%
- Created email autoresponder sequence and Google Adwords campaign increasing overall profitability by over 400% between August and November

EDUCATION

Bachelor of Music in Trumpet Performance and Certificate in Journalism
Indiana University, Bloomington, IN – December 2006