

APL

PHILADELPHIA, PA



Seer Interactive
Philadelphia, PA
Sep. 2019 - Current

LongShot Media
Philadelphia, PA
Oct. 2018 - Current

Peggy Kirk Bell Girls' Golf Tour
Greensboro, NC
Sep. 2018 - August 2019



Temple University
Philadelphia, PA
Graduated: May 2018

ALEX (PETE) LONG

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610-393-9565

LONGSHOTDIGITALMEDIA.COM

INDUSTRY EXPERIENCE

Sr. SEO Associate (Sep. 2020 - Current)

SEO Associate (Dec. 2019 - Sep. 2020)

- Conduct competitive analysis, keyword research, content creation and link building to drive qualified traffic and increase ROI for clients
- Monitor organic results from a variety of resources including Google Search Console, SEMRush, Google Analytics and Jupiter
- Track and regularly report changes in traffic, rankings, trends, and conversions
- Share insights with clients through email, calls and face-to-face meetings
- Member of Seer Interactive SEO blog team

Digital Marketing Intern (Sep. 2019 - Dec. 2019)

- Conducted cross-divisional analyses in PowerBI using paid and organic search data to identify content opportunities
- Analyzed paid search landing pages to improve contextual relevance and QS
- Drafted copy for paid search and paid social ads
- Conducted competitive analysis and keyword research to inform content recommendations

Founder/Producer/Writer

- Provide copywriting and content marketing services
- Research and produce SEO-optimized webpages and blog posts
- Provide audio production and voice over services
- Manage social media accounts

Communications and Tournament Assistant

- Wrote, edited and maintained company blog
- Managed social media strategy and execution
- Produced and edited event recap videos and photo albums on Canon 70D
- Incorporated weekend review and alumni recap blog series
- Conducted tournament setup/breakdown and operations

SKILLS

Content Writing	Search Engine Optimization	Voice Over
Blogging	Content Strategy	Adobe Creative Suite
Copywriting	Video Production	Google Analytics
Research	Audio Production	Google Data Studio
Data Analysis	Photography	Google Drive/Dropbox

EDUCATION

Bachelor of Arts in Media Studies and Production

Minor in General Business Studies

Worked on WHIP Student Radio and OwlSports Update (TV Program)