

Jimmy Lange

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Relevant Experience

SEO Consultant | Botify | Remote | 2024

Overview: Led enterprise-level technical SEO initiatives and tool development for Fortune 500 clients. Created custom tools and strategies alongside Botify's suite of tools.

- Integrated AI capabilities into SEO workflows with micro tools for millions of URLs. Some tools include:
 - Meta Tag duplication analysis by page type across 1M URLs.
 - Google Colab pipelines combining Botify data, SERP data, site crawls, and AI analysis.

Associate Director, Organic Search | Wavemaker | Chicago, IL | 2021 - 2024

Overview: Directed organic search strategies for major brands including American Eagle, Chevron, and Colgate in tandem with Paid Search teams. Evolved position into technical leadership role by introducing data science and ML advancements into SEO workflows into custom tools, such as:

- Automated content gap analysis combining NLP, semantic analysis, competitor data and Google Trends.
- Custom Hreflang multilingual content validation system for XML Sitemaps, reducing localization errors by 60% across 60K+ pages for Colgate.

Senior SEO Analyst | 360i | Chicago, IL | 2019 - 2020

Overview: Led technical SEO strategies for luxury retail brands including American Eagle, Tiffany & Co., and Champion. Crafted custom deliverables for my clients and whitelabeled them for all SEO clients.

SEO Manager | Trinity Insight | Philadelphia, PA | 2017 - 2019

Overview: Managed team of 8 SEO specialists serving mid to large-size businesses. Expanded position to include technical leadership, implementing advanced analytics integrations and developing internal SEO tools.

- Drove business development by reaching out and communicating with potential vendors.
- Created scalable processes for Technical SEO implementation through Google Sheets, custom local apps, and App Script.

SEO Account Manager | Wpromote | Chicago, IL | 2016 - 2017

Digital Marketing Manager | Webimax | Chicago, IL | 2014 - 2016

Retail Webmaster | Too Fast Apparel | Westmont, NJ | 2011 - 2014

- Demonstrated ability to adapt to changing SEO landscape with experience across e-commerce, B2B, and enterprise environments.

Skills

Python JavaScript SQL Next.js Flask React Pandas BigQuery VS Code Claude OpenAI API Llama NotebookLM Gemini Various RAG Tools Google Analytics GSC Looker Studio Botify Screaming Frog SEMrush Ahrefs Sitebulb

Education

B.A. in Public Relations | Rowan University, Glassboro NJ | May 2013