

CHRISTOPHER BORLONGAN

Director of SEO

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PROFILE

Senior SEO Consultant consolidated with a proven track record of leading an Organic Search Team to drive and maintain high volumes of traffic in order to generate profitability in the realm of SEO for Fortune-1000 websites. My SEO experience originates from a heavily technical and strategical background with detailed knots of Project Management pertaining to Web Development, Domain & Server Management and On & Off-Page SEO to support current and cross Funnel-Marketing Strategies.

SKILLS

- SEO Audits & Migrations
- Expert Backlink Acquisition
- Outreach Database Management
- Advanced SEO Strategies
- On-page & Off-page SEO
- Inbound Lead Generation
- Conversion Rate Optimization
- Social Media Management
- Wordpress CMS
- Project Management

TOOLS

- | | |
|-----------------|----------------|
| • Ahrefs | • BuzzStream |
| • SEMrush | • Hootsuite |
| • Similarweb | • Buffer |
| • Majestic SEO | • IFTTT |
| • Rank Ranger | • SproutSocial |
| • KW Finder | • FollowLiker |
| • ScreamingFrog | • Scrapebox |
| • Scrapebox | • Ubot |

EDUCATION

BUSINESS MANAGEMENT
Collège LaSalle - Montréal
2009-2015

REFERENCES

Available Upon Request.

EXPERIENCE

- 2019 - PRESENT
DIRECTOR OF SEO
NAV43 - TORONTO, ON
 - Consultation in the risk mitigation process of reconstructing web platforms through Technical SEO Migrations & Audits and Site Speed Performance.
 - Developing SEO strategies to improve and support cross-department funnel marketing strategies for recommendations in SEO, UX, and CRO best practices.
 - Creating customized monthly reporting dashboards inclusive of detailed analytical reporting insights on consumer behavioural impact, overall account health and Google algorithm updates.
 - Managing and innovating the SEO Department to further develop and improve their skill set to better apply to their accounts and career goals.
 - Recruitment and management of external resources to assist in the execution of day-to-day and project-oriented tasks.
- 2018 - 2019
SEO SPECIALIST
MINDGEEK - MONTRÉAL, QC
 - Rebuilding and managing the company's secondary networks through tasks starting from web development, domain, and server management to link building and marketing strategies.
 - Communicating with various departments, (Local & International) to ensure and support company KPIs.
 - Driving and maintaining high volumes of traffic in order to generate profitability for the company.
 - Product building and managing the SEO department's first product/affiliate website.
 - Managing an external team to assist and execute advanced SEO tactics; implemented through a series of digital lead generation modes. (Marketing Automation, Social Media Marketing, Email Marketing, Brand Management etc.)
- 2016 - 2018
SEO ASSOCIATE
 - Identify trends and insights in order to achieve maximum ROI on organic campaigns while in the process of collecting and analyzing data to track report and optimize web pages.
 - Recommending modifications to website architecture and other factors to improve search organic positions for targeted keywords.
 - Executing competitive industry analysis and link building strategies to achieve the company's KPIs.
 - Creating monthly client reports based on SEO trend analysis, keyword and website performance.
 - Web Development, Server Configurations, Site Migrations, Site Speed Optimization, Site Audits.