

# Julien Berard

## Search Engine Optimization Manager

Burnaby, BC  
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### PROFILE

- 10 years of experience as a SEO, SEM specialist.
- Organized, highly motivated, and detail-oriented problem solver.
- Strong communication skills
- Strong leadership capabilities.

### SKILLS

SEO, SEA, Pay Per Click management, Google analytics, Local SEO, Blogging, Social Media, Affiliate Marketing, WordPress, e-commerce, project management, HTML

### EMPLOYMENT

#### SEO manager

- Created the company deliverables and processes
- Carried out search engine optimization strategy for clients
- Implemented SEO best practices on clients' websites
- Set up and managed PPC campaigns for clients using Adwords and Bing Ad networks.
- Set up Clients Social Media Accounts and local business pages
- Carried out link building campaigns for clients and Company
- Oversaw Company Research & Development
- Recruited and trained staff and interns
- Managed a team of 4 SEO consultants & 2 interns
- Worked in close collaboration with the development team for the company reporting tool creation.
- Reported to clients on their traffic and rankings using in house tools and Google analytics

#### GuaranteedSEO

Vancouver, BC

03/12 - Now

#### Major Projects:

- *Mayfair Hotels*  
SEO + SEA
- *Impact Office Furnishing*  
SEO + SEA
- *The Comforter Company*  
SEO
- *Nootka Marine Adventures*  
SEO + SEA

#### Interactive Media Consultant

- Established the overall SEO service for the company and optimized the in-house CMS Site Skeleton (templates, friendly URLs, Go live process)
- Set up processes and deliverables templates
- Established clients SEO strategies, consulted on implementation of SEO best practices
- Set up and managed of sponsored listing campaigns
- Reported on Campaigns results and traffic analysis to customers
- Acquired link popularity for clients' websites through white hat practices
- Consulted on Social Media actions to implement in addition of the SEO (Twitter, Facebook and LinkedIn)

#### ContentActive

Houston, TX

07/09 - 11/11

#### Major Projects:

- *Tony Buzbee Law Firm*  
SEO - \$15,000
- *The Pinkerton Law Firm*  
SEO + SEA (\$15,000 + \$5,000/month)
- *Montgomery & Roth Architects*  
SEO
- *EKSH accounting*  
SEO

## Head of Search /Production manager

- Managed 6 consultants including:3 PPC consultants, 1 affiliate marketing manager, 2 SEO Account managers
- Reviewed and improved company's processes and deliverables in conformity with the evolution of the SEO services
- Supported the Sales team during prospection
- Designed clients' SEO strategies
- Trained staff and clients on SEO best practices
- Recruited staff & evaluated of the company partners
- Supervised the R&D efforts

## NetBooster

London, UK

07/07 - 11/08

### Major Projects:

- *TENA*  
SEO & SEA  
52 countries, 26 languages
- *ADT Europe (tyco)*  
SEO  
6 Countries, 7 languages

## Search Engine Marketing Account Manager

- Implemented SEO strategies and SEO best practices on clients' websites.
- Acquired link popularity from relevant on-topic websites to boost clients website rankings.
- Solved clients' problems - clearly communicating with them to resolve issues with search campaigns.
- Attended client meetings to discuss search optimization strategy, planned projects & workshops.
- Implemented and analyzed data from various tracking software platforms including Omniture, Google Analytics and our own in-house tracking solution.
- Carried out company R&D and monitored Search engines algorithm changes

## NetBooster

London, UK

11/05 - 07/07

### Major Projects:

- *Grange hotels*  
SEO & SEA  
3 countries - £10,000/month
- *Thomas Pink*  
SEO, SEA & Affiliate marketing
- *Andrews Sykes*  
SEO
- *Expedia Italy & Interflora*  
Yahoo SSP

## Search Engine Optimization Account Manager

- Performed keywords audits
- Implemented SEO best practices on Clients' websites
- Performed Competition benchmarks
- Analyzed customers traffic (Xiti & Estat)
- Directory Submission & other link building tasks
- Reported campaign performance to clients

## 1ere-Position

Chambery, France

04/04 - 09/05

### Major Projects:

- *BNP Paribas*  
SEO
- *France TV interactive*  
SEO

## EDUCATION

Undergraduate degree "Database specialist" - Infopole Lyon - France - 2003

Degree of Arts - University Lyon 2 - France - 2002

**Languages:** French - Mother tongue  
English - Fluent  
Italian - Good command