

JEFF CREECH

SEO Director | Growth Marketer

PROFILE

I am a marketing and creative professional with a passion for the web and a finely honed ability to craft data into actionable insights and successful digital marketing strategies. I view SEO as an essential component of the modern marketing toolkit and look forward to any new opportunity that allows me to grow as a more effective leader.

CONTACT

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SKILLS / TOOLS

SEO, keyword research, on-page optimization, technical SEO, linkbuilding, growth marketing, digital marketing, SEO audits, content marketing, copywriting, A/B experimentation, user experience design, ecommerce, web analytics, business analytics, data visualization, project management, commercial photography, photo retouching

- Screaming Frog
- Content King
- Optimizely
- Looker Studio
- Google Analytics
- Search Console
- Microsoft Office
- Adobe Photoshop
- SEMrush
- MOZ
- WordPress
- Drupal
- Hot Jar
- Glass Box
- HTML
- CSS

EDUCATION

Miami University of Ohio
Cum Laude, Class of 2008

B.S. Marketing
Minor in Decision Sciences

WORK EXPERIENCE

Wiley | Wiley University Services

November 2018 - Present

Director of Search Engine Optimization

- Manage a five-person SEO team and 60+ university websites responsible for generating \$37M of annual revenue. Tactics include keyword research, on-page optimization, technical SEO, and content marketing.
- Design and maintain Looker Studio dashboards that aggregate web analytics, keyword rankings, and web vitals data for all Wiley university websites. The scope of this initiative is extensive, touching 13,000 web pages and 200,000 keywords, greatly improving my team's ability to monitor performance from organic channels.
- Collaborate with colleagues from our digital optimization team to identify opportunities that improve conversion rates of websites. Tactics include user studies, UX design, and A/B experimentation.
- Grow traffic and leads from referral traffic by auditing websites of university partners to improve the UX for prospective online students by establishing new links between the main .EDU and Wiley's university websites.
- Oversee the continual optimization of the Wiley Website Framework (WWF) with respect to SEO and UX best practices by serving as a member of the WWF advisory board. Led a redesign initiative of the WWF article hub that resulted in a 138% improvement to inquiry rate for one university partner.
- Consult as SEO subject matter expert on Wiley projects and initiatives including Wiley.com redesign, Dummies.com technical SEO, and creation of domain name guidelines.

Associate Director of Digital Marketing

- Led a team of developers responsible for building the Wiley Website Framework, a modular design and content management system based in WordPress, that greatly accelerated the speed and ease that we could create, iterate, and launch online program microsites for our university partners.
- Worked diligently with Wiley colleagues to integrate technology, people, and processes for my three former teams (Web Development Hive, SEO and UX) into the new organizational structure after the Learning House acquisition in 2018.
- Conducted SEO audits, created reports, and presented findings to university partners, brand managers, and marketing leadership. Analyzed drops in organic traffic due to algorithm updates and organized optimization plans for the SEO team to execute.
- Managed contractor relationships with SEO agencies and vendors.

Learning House

June 2016 - November 2018

Associate Director of Digital Marketing

- Managed a 10-person, cross-functional team of project managers, web developers, copywriters, SEO specialists and UX designers focused on website development, A/B experimentation, search engine optimization, and content marketing.
- Oversaw the organic strategy and creative vision of 10+ websites and numerous website redesign projects, including the redesign of the Advancement Courses blog that resulted in a \$203K increase in annual ecommerce revenue. [View the case study on my website.](#)
- Transformed the identity of the UX team by shifting their focus from quantity of experiments to quality of learns, resulting in UX test plans that were more impactful and better conceived. Developed new report templates to present A/B test results to marketing leadership.

SEO / Inbound Manager

- Reimagined our content marketing efforts, shifting the amount of content each partner received monthly to align with business priorities.
- Led a team of five SEO specialists that were responsible for ideating, producing, publishing and promoting over 500+ articles and infographics annually.

DBS Interactive

November 2011 - June 2016

Director of Online Marketing

- Managed digital marketing campaigns and website/app development for clients in healthcare, ecommerce, hospitality and tourism, insurance, manufacturing, logistics, and more.
- Developed overall vision for marketing strategy for all business development pitches, designing PowerPoints and presenting to key client stakeholders.