



CONTACT

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EDUCATION

San Diego State University
Bachelor of Science, Marketing
AUG 2008 - MAY 2013

SKILLS

- SEO team management & leadership
- SEO strategy development & implementation
- On-page & off-page optimization
- Keyword research & optimization
- Content auditing & strategy
- Technical analysis & site auditing
- Competitor research & analysis
- SEO campaign analysis & reporting
- Basic knowledge of HTML & CSS

TOOLS/CMS

- Google Analytics, Google Search Console & Google Business Profile
- Ahrefs, Semrush, Moz, Screaming Frog, Yext & BrightLocal
- WordPress, Webflow, Wix, Shopify & Drupal

NICOLE BELDEN

SEO | Content Marketing | Digital PR

SUMMARY

Data-driven digital marketer with 9+ years specializing in search engine optimization (SEO), content marketing, and digital PR. Balanced leader with an entrepreneurial spirit and 4+ years building diverse digital marketing teams. Demonstrated history of developing, leading, and executing comprehensive SEO strategies for clients in highly-competitive industries, including healthcare, legal, and home services.

WORK EXPERIENCE

Head of SEO

JAN 2022 - PRESENT

Wonderist Agency

- Manage a \$3M+ SEO department, helping grow annual revenue by 109% in two years
- Oversee a 7-person team, fostering collaboration and innovation to achieve the highest ROI for 400+ clients
- Develop a new local SEO strategy, leading to a 73% average increase in local rankings

SEO Team Lead

DEC 2019 - DEC 2021

1Point21 Interactive

- Provided strategic leadership and guidance to a team of three SEO professionals
- Executed a comprehensive SEO strategy for a law firm, which resulted in a 1,273% increase in organic traffic and a 533% boost in Page 1 keyword rankings in 12 months
- Optimized and published 80+ pieces of SEO content for 15-20 clients each month

SEO Strategist

APR 2019 - DEC 2019

Power Digital Marketing

- Increased organic traffic by 88% and revenue by 35% YoY for a startup cosmetic brand
- Collaborated with the content team to develop data-driven content strategies that aligned with overall SEO goals for 12-14 clients across a variety of industries
- Performed technical SEO analyses and implemented Schema to boost search performance

Senior SEO Specialist

DEC 2017 - APR 2019

1Point21 Interactive

- Optimized site content, which resulted in a 684% increase in organic traffic in 12 months
- Developed and implemented a viral link building strategy for a law firm, which resulted in 100+ backlinks from sites like BuzzFeed and an interview on the Today Show
- Partnered with the web team to improve site speed and optimize technical elements

SEO Specialist

OCT 2014 - DEC 2017

1Point21 Interactive

- Conducted competitor analysis and identified gaps in clients' SEO and content strategies
- Executed in-depth keyword research and developed 40+ SEO content outlines for 10-12 clients each month
- Monitored site performance metrics in Google Search Console and fixed indexing issues