

James Valentine

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PROFESSIONAL EXPERIENCE

Custom Cones USA and DaySavers - Renton, WA

Content Marketing, SEO and Communications Manager

11/2024-Present

- I lead content marketing and organic growth across B2B and D2C brands, having produced +100 publications and campaigns while gaining over 500 pieces of industry coverage. Manager of editorial, publishing, in-house pr, optimization, people and analytics while supporting national initiatives in media and at conferences. *Through tenure:* Organic traffic +238% | Revenue +393% | KW Rankings #1-10 +444% | Linked Coverage 550

Maingate Management - Seattle, WA

Resident Manager

05/2022-02/2025

- Leasing, tenant relations and property management for a 9-unit Lake Union apartment building.

Horizen - Seattle, WA

SEO and Web Analytics Lead

11/2021-06/2023

- Led SEO strategy and web analytics for a Web3 organization, driving organic traffic growth and user conversions while collaborating with international teams. Managed the redevelopment of an educational website, Horizon.io/academy, publishing 70 articles with custom graphics and over 180,000 words. Migrated from Google Analytics to GDPR-compliant Matomo, implemented extensive on-page and technical SEO optimizations and presented organic growth strategies at a global summit in Milan.

HigherEducation.com (Acquired by Red Ventures) - Seattle, WA

Off-Page SEO Associate → SEO Analyst → Off-Page SEO Lead

06/2015-10/2021

- Managed off-page SEO, content marketing strategy and weekly launches for 30 digital education brands through 3 acquisitions. Led a 10-member email marketing team and two external resource teams while supporting on-page SEO. Achieved 10% YoY growth and generated 5,000 backlinks from web publishers through outreach and digital PR while reducing annual vendor spend by \$350K. Led the yearlong development and rollout of an internal, full-funnel marketing campaign management system.

- As SEO Manager for OnlineMBA.com, captured \$1 million in monthly traffic value, implementing a Hub-and-Spoke content model, producing 250 articles, profiling 1,000 MBA programs, and optimizing on-page and off-page SEO.

- Developed full-funnel content targeting intent-driven keywords and audiences, securing 1,000+ quality links and content placements through email campaigns, boosting off-page SEO and driving high-intent organic traffic that increased revenue-generating leads.

Front of House Staff

Restaurants, Washington, Idaho

07/2005-5/2015

- Server, 5 years: Ivar's Salmon House, Bardenay, The Stuffed Olive, Angell's Renato, Applebee's. Busser, Host and Barback, 5 years: 13th St Pub & Grill, Mai Thai, Arawan Thai Cuisine, Sushi Land.

EDUCATION

Bachelor of Business Administration, Minor in Marketing

Boise State University, Boise, ID

01/2010-05/2013

Certificate in Digital Marketing Analytics

University of Washington, Seattle, WA

09/2018-06/2019

Portfolio of Recent Work

https://docs.google.com/document/d/1eRN3Q4bc_vffHNIwcxgWwGSs8FyxF9MK-25Z-S0yEhg/

SKILLS

SEO, Organic Growth, and Web Analytics: Technical, On-Page & Off-Page SEO - Organic Growth Strategy & Opportunity Prioritization - Competitive Analysis & Keyword Research - Site Audits & Quality Assurance - SEO Best Practices & Algorithm Analysis - AI Proficiency - Onboarding, Training & Team Management - Project & Resource Management - Marketing Analytics, Dashboarding & Performance Reporting - High-Volume Content Production & Editorial Scaling - New Product Launch Strategy - **Tools & Platforms:** *Ahrefs and Similar - Claude, ChatGPT and Similar - Screaming Frog - Google Analytics and Search Console - Matomo - Hotjar - Jira - Asana and Monday - Confluence - Excel and Sheets - BigCommerce - Cloudflare - HTML - Schema Markup - Markdown - Visual Studio Code - Claude - Chat GPT - Gemini - AEO/GEO*

Content Marketing, Digital PR and Communications: Editorial Strategy, Optimization & Production - Brand Positioning, Earned Media Strategy & High-Authority Link Acquisition - Campaign Management & Email Marketing - Performance Analysis & Web Audits - Trend Analysis & Consumer Research - Relationship Building & Collaborations - **Tools & Platforms:** *Pitchbox - Klaviyo - Mailchimp - Mailgun - Salesforce - Google Trends - Headset - AnswerThePublic - Ubersuggest - YouGov - Typeform*