

James Valentine

SEO & Organic Growth | Content Marketing | Digital PR

Seattle, WA | jam3sval3ntin3@gmail.com | linkedin.com/in/jam3sval3ntin3 | jam3sval3ntin3.com | 360-600-2440

PROFESSIONAL EXPERIENCE

Custom Cones USA / DaySavers | Renton, WA

Content Marketing Manager | 11/2024-09/2026

- Led content marketing, SEO and organic growth across B2B and D2C brands, producing 100+ publications and campaigns while earning 550+ pieces of industry coverage. Managed editorial strategy, publishing, digital PR and earned media, SEO optimization, people management, analytics, and AEO, GEO and AI search while supporting national media and conferences.
- Developed research and data-backed reports, thought leadership and search-optimized editorial campaigns that turn market data and consumer insights into organic visibility, earned media, authoritative links and brand awareness.
- Organic Traffic +238% | Organic Revenue +393% | Top-10 Keyword Rankings +444% | Earned Links & Media Coverage 550+

Maingate Management | Seattle, WA

Resident Manager | 05/2022-02/2025

- Managed leasing, tenant relations and property operations for a 9-unit Lake Union apartment building.

Horizen | Seattle, WA

SEO and Web Analytics Manager | 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 and presenting organic growth strategies at a global summit in Milan.
- Managed the redevelopment and SEO of an educational website, publishing 70 articles with custom graphics and more than 180,000 words while implementing extensive technical and on-page SEO improvements across site architecture, internal linking, metadata, crawlability, indexation and schema markup.
- Migrated web analytics from Google Analytics to GDPR-compliant Matomo, establishing a privacy-focused analytics environment for measuring organic performance and user behavior.

Red Ventures / HigherEducation.com | Seattle, WA

Off-Page SEO Lead | SEO Analyst | Off-Page SEO Associate | 06/2015-10/2021

- Managed off-page SEO and content marketing strategy across 30 digital education brands through three acquisitions, while supporting on-page SEO and weekly content launches.
- Led a 10-member email marketing team and two external resource teams, achieving 10% YoY growth and generating 5,000 backlinks from web publishers through outreach and relationship-driven content promotion.
- Reduced annual vendor spend by \$350K while leading 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 by implementing a Hub-and-Spoke content model using pillar pages and topic clusters, producing 250 articles, profiling 1,000 MBA programs and optimizing on-page and off-page SEO.

- Developed full-funnel content targeting search intent and priority audiences, securing 1,000+ quality links and content placements through email campaigns and digital PR while increasing revenue-generating organic leads.

Restaurants | Washington, Idaho

Front of House Staff | 07/2005-05/2015

- 10 years of hospitality experience across server, busser, host and barback roles.

SKILLS

SEO, AEO/GEO, Organic Growth & Web Analytics: Technical, On-Page & Off-Page SEO - SEO Strategy & Organic Growth - AEO (Answer Engine Optimization) & GEO (Generative Engine Optimization) - AI Search & LLM Optimization - Keyword Research, Competitive Analysis & Search Intent - Technical SEO Audits & QA - Topical Authority & Content Architecture - Internal Linking - Crawlability & Indexation - Schema & Structured Data - Organic Growth Opportunity Prioritization - Marketing Analytics, Dashboarding & Performance Reporting - Project & Resource Management - Team Leadership

Tools & Platforms: Ahrefs - Semrush - Screaming Frog - Google Analytics/GA4 - Google Search Console - Matomo - Hotjar - ChatGPT - Claude - Gemini - Excel/Sheets - Jira - Asana - Monday - Confluence - BigCommerce - Cloudflare - HTML/Markdown - Visual Studio Code

Content Marketing, Digital PR & Communications: Content Strategy - Editorial, Optimization & Production - Content Operations & Editorial Scaling - B2B & D2C Content Marketing - Full-Funnel Content Strategy - Thought Leadership - Original Research & Market Reports - Brand Positioning & Messaging - Digital PR & Earned Media Strategy - Media Relations - Link Acquisition & Content Distribution - Campaign Management - Email Marketing - Market, Trend & Consumer Research - Content Performance Analysis

Tools & Platforms: Klaviyo - Pitchbox - Mailchimp - Salesforce - Google Trends - Headset - YouGov - Typeform

EDUCATION

Bachelor of Business Administration (BBA), Minor in Marketing | 01/2010-05/2013

Boise State University | Boise, ID

Certificate in Digital Marketing Analytics | 09/2018-06/2019

University of Washington | Seattle, WA

PORTFOLIO

jam3sval3ntin3.com