

HAYDEN SCHUSTER

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Who Am I?

I'm an ambitious Sr. Digital Marketing Specialist looking to continue my journey of self-improvement and professional growth in a leadership role that will drive exceptional results in organic SEO initiatives and beyond.

Top Digital Marketing Skills

- Capture organic traffic via technical SEO initiatives
- On-site SEO, off-site SEO, technical SEO
- Measure, report, and speak on impact of projects
- GA4, Google Search Console, Moz, GBP, SEMRush, Ahrefs, Screaming Frog, Keyword Planner
- Attention to detail, data-driven, growth mindset
- Ability to think creatively & independently to drive ROI
- Writing, storytelling & copywriting
- Energetic, optimistic, & empathetic leader who embraces ongoing changes to the SEO landscape

Work History

Sr. Digital Marketing Specialist

07/2023 - Current

Adpearance – Portland, OR

- Expanded responsibilities on the SEO team while continuing management of over 40 SEO clients day-to-day
- Higher focus on big-picture SEO projects, internal onboarding/training, and more complex client work
- Increase in client-facing meetings and cross-functional team communication.
- The go-to organic SEO matter expert for Adpearance

Marketing Specialist

06/2021 - 07/2023

Adpearance – Portland, OR

- Actively managed over 40 SEO clients, implemented 700+ landing pages, 300+ on-page SEO tasks, 200+ off-page SEO tasks, 50 strategic SEO presentation decks, multiple data analysis presentations, & more
- Comprehensive knowledge of the SEO tech stack - includes CMS platforms, communication tools, SEO tools, and various project management software
- In-depth and exponentially growing knowledge of SEO analytics and best practices in the industry

Digital Media Specialist

09/2018 - 05/2020

Clark County Event Center

- Year-round digital marketing lead focused on client-facing relationships, tangible conversions, sponsor fulfillment, and community outreach. Worked w/ in-house team and external contractors to execute KPI's. In charge of web design and maintenance, SEO, PPC, email marketing, paid and organic social media, content creation and more for hundreds of events year-round.

Marketing Assistant

01/2018 - 08/2018

Clark County Event Center

IT Student Technician

08/2013 - 10/2017

University of Oregon Information Services

Education

Bachelor of Arts: Journalism & Communication: Ad | Minor in Business

06/2017

University Of Oregon - Eugene, OR