

# Aaron Maruska

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## SUMMARY:

13+ years' experience managing, developing and implementing strategic search marketing initiatives, web projects, and content campaigns for B2B & B2C organizations from start-up, small business, corporate, to enterprise scale.

## PROFESSIONAL EXPERIENCE

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### Search Engine Optimization Manager (SEO) - CommentSold | May 2022 – Dec 2023

- Led CommentSold's organic search optimization team, managing SEO product roadmaps, outreach, briefs, and creating strategic branded and non-branded content for B2B& B2C topical authority.
- Spearheaded outreach link-building campaigns, resulting in a 140% performance increase with new referring domains and strengthening domain authority with both Ahrefs and SEMrush.
- Architected detailed organic search KPI metrics within Looker (Data Studio) Tableau dashboards for senior leadership, utilizing Google Analytics, Search Console, SEMrush & Salesforce to drive a 30% improvement in organic engagement.
- Reduced WordPress site and product web page load times by 75% utilizing SEO performance analysis testing tools like Screaming Frog and Sitebulb addressing technical website issues.

### Search Engine Optimization Manager (SEO) - Aedit | Jul 2021 – Feb 2022

- Engineered Aedit's organic search optimization (SEO) roadmap, enhancing site performance, maintaining best practices, and spearheading keyword optimization, strengthening organic search visibility and CTR by 25%.
- Streamlined department KPI reporting by integrating advanced analytics tools, and identifying key trends and user behaviors, resulting in a 15% growth in organic search campaign conversions and a 20% boost in website performance.
- Conducted performance analysis and SEO audits, diagnosing and fixing technical issues through Google Search Console and Bing Webmaster Tools, leading to a 30% boost in site indexing efficiency.
- Collaborated with product and web development managers to improve the user experience while decreasing site load time 15% by addressing UX technical issues identified within the content management system architecture.

### Sr. Digital Acquisition Product Manager - Providence Health Services | Apr 2020 - Jul 2021

- Guided digital content strategy for over 150 medical clinics, driving brand awareness & patient registration 3x YoY.
- Reduced paid search cost per acquisition (CPA) by 65% with ad spend focused, targeting, keyword research, and conversion optimization.
- Directed time-sensitive A/B testing for both paid and organic benchmarking landing pages, updating HTML / CSS, JavaScript and content management system performance for clinic scheduling for COVID injections.
- Maintained external agency partnerships in monitoring set objectives, initiatives, and agency tasks, ensuring 100% completion within set timelines.

### Digital Marketing Strategist - US Sheepskin | Feb 2019 -Apr 2020

- Deployed a scalable B2C e-commerce marketing strategy and digital search roadmap for 1,200 products, quadrupling (4x) monthly online sales and ROI in the first 12 months.
- Conducted competitive and data analysis by parsing data sets using Microsoft Excel and Google Workplace Sheets, highlighting strategic opportunities and product management.
- Engineered digital search KPI dashboards integrating data from Google Analytics, Search Console, Keyword Planner, and Ahrefs, optimizing search campaign performance and facilitating a 50% increase in website productivity.
- Created, designed, and implemented product descriptions, engaging blog posts, and social media content, which resulted in a 50% growth in brand followers and a 40% boost in customer interaction.

### Organic Media Manager - ICrossing | Feb 2017 -Aug 2018

- Managed monthly, quarterly, and annual scalable organic digital roadmaps for agency-supported projects and search engine ranking initiatives.
- Performed thorough website analyses using Screaming Frog, DeepCrawl, Sitebulb, BrightEdge, Moz, and Google Search Console; pinpointed and corrected 300+ errors, improving site health score by 40% and organic clicks by 35%.
- Improved organic traffic by 30% through SEO business website activities, content development, management, optimization, technical challenges, keyword analysis, forecasting trends, Gap Analysis and go-to-market/product releases.
- Delivered comprehensive SEO presentations and reports using Adobe Analytics on KPI performance to cross-functional teams, leading to a rise of 30% in organic search traffic.

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## EDUCATION:

**City University of Seattle:** Bellevue, WA  
BS Business Administration; Ecommerce