



Colton J. Miller

SEO | Digital Strategist | Datasmith | Search Educator



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Utah



Strategic Challenges



- Micro Ecommerce
- Unestablished Sites



- Major Metro Markets
- High Profile Franchises



- National Coverage
- Search Cannibalism



- Micro Budget Support
- Multiple Languages



- Flexible SEO Options
- Dynamic Campaigns



- Competitive Campaigns
- National Real Estate



- International Targeting
- Broad Product Offering



- Limited SEO Resources
- AdSense Monetization



2016-Present
Lehi, Utah

Director of SEO Strategy

Scaled concept and theory testing to determine SEO strategies, tactics, and performance viability. Validated tasks and strategies were then streamlined for general fulfillment. This was then streamlined for scalability and profitability. Beyond theorizing, testing, and productizing education is also a large component of the role. Internal education, product synchronization, value propositioning, external industry thought leadership, as well as executive consultation and training.

- Scaled SEO Strategy
- Organic Data Science
- Product R&D
- Product Profit & Viability
- Search Thought Leader

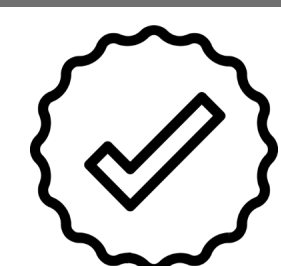


2015-2016
Lehi, Utah

Senior SEO Strategist

Research existing strategy and products to understand weaknesses and opportunities. Educated internal resources around search product processes and core search concepts. Continually refined product, processes, and deliverables based on product data collection and feedback. Worked with dozens of strategic partnerships to understand, validate, and inspire confidence in search products and organic strategy. Moved product from dozens of teams across hundreds of employees to a few dedicated and specialized teams.

- Organic Data Mining
- SEO & Product Education
- Product Refinement
- Partner SEO Consulting
- Search Product Scaling



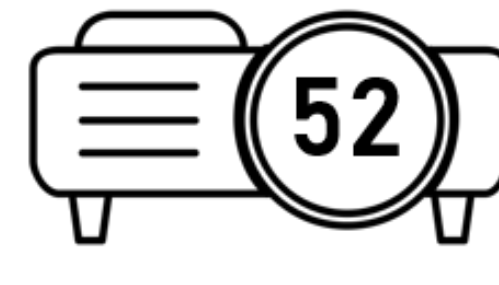
Career Stats



700+ Research Projects
Website Reviews



Training Decks



52



135 Blog Posts



10+ Penalty Removals



4 Workshops

Webinars



27



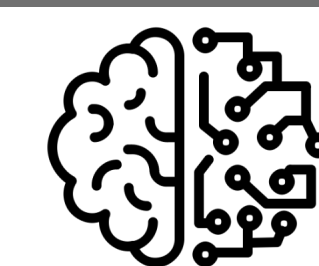
300+ GMB Reviews



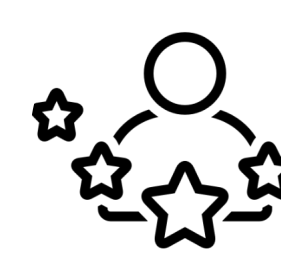
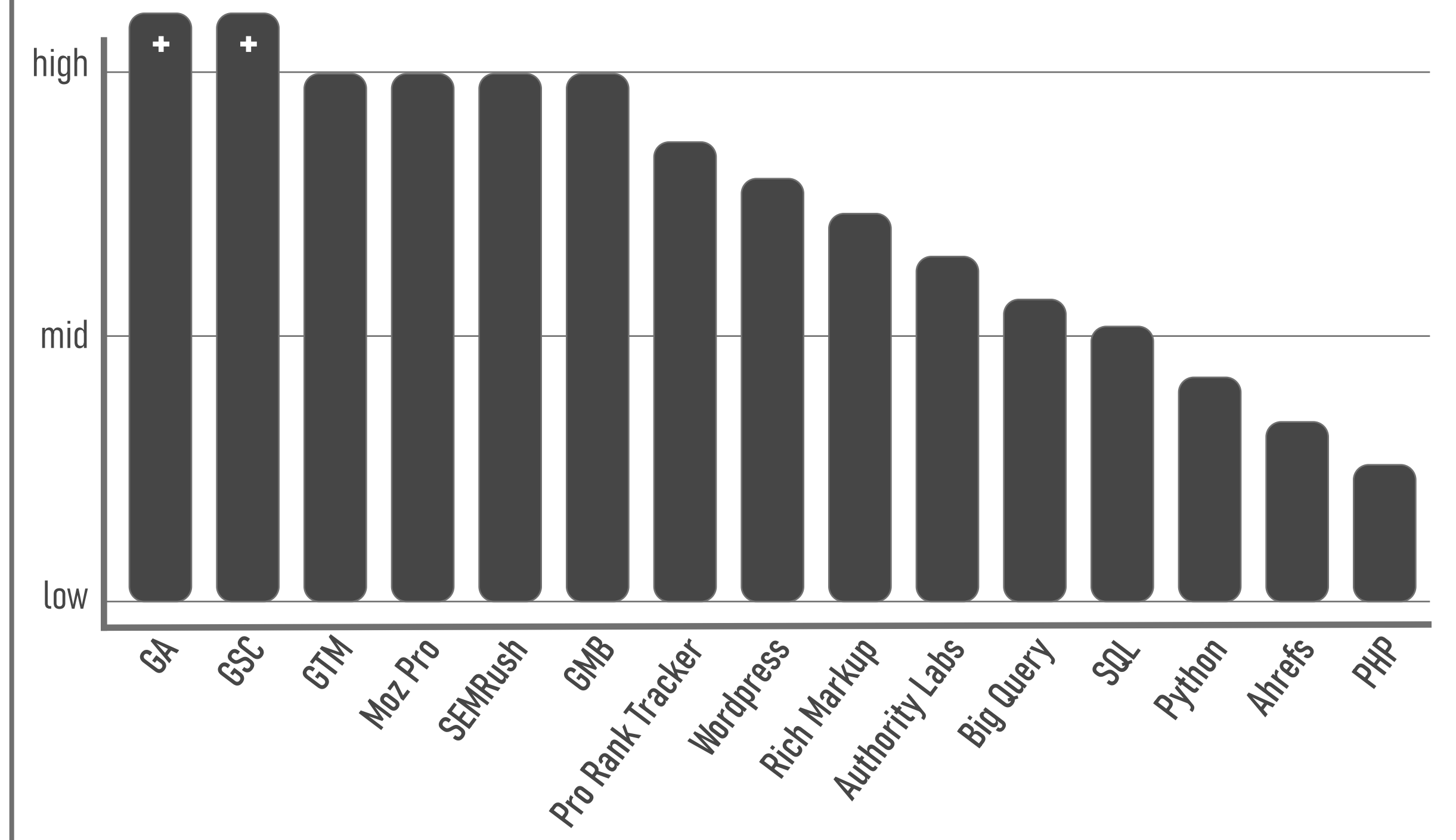
7 Product Launches



11+ Resolved Hacks

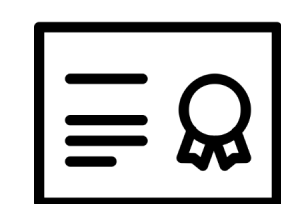


Tech Proficiency



Personal Skills

Strong Ownership Positive Cynicism Detailed Notation
 Design/UX High Adaptability Team Management Data Analysis
 Product Scaling Customer Service Thought Leadership Self Driven
 Data Smoothing Customer Service Thought Leadership Self Driven
 Design/UX Customer Service Thought Leadership Self Driven
 Dev Friendly Detailed Notation Public Speaking Data Smoothing
 Statistics Strong Ownership Self Driven Highly Adaptive
 Statistics Data Analysis Highly Adaptive Data Analysis
 Problem Solving Product Scaling Technical Writing Problem Solving
 Team Management Thought Leadership Data Smoothing
 Data Smoothing Thought Leadership Data Smoothing Product Scaling
 Self Driven Team Management Thought Leadership Self Driven
 Dev Friendly Self Driven Process Creation Dev Friendly
 Data Analysis Creative Solutioning Design/UX Positive Cynicism Public Speaking
 Problem Solving Design/UX Design/UX Technical Writing
 Technical Writing Detailed Notation Detailed Notation Creative Solutioning
 Product Scaling Statistics Problem Solving
 Highly Adaptive Process Creation Departmental Diplomacy Dev Friendly

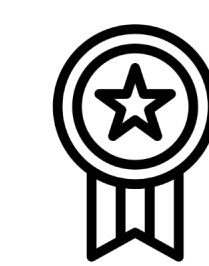


Education

UTAH VALLEY UNIVERSITY
UVU
 UNIVERSITY
 Utah Valley University
 Bachelor's Degree | Current
 Data Science & Management

Lee's College
 Associate's Degree | 2010-2012
 Technical Drafting, Design,
 & Engineering

Provo High School
 GED | 2003-2007
 General Education



Accomplishments

Managed Service and Support Teams of
40+ Employees

\$1.5 Million
 In Monthly Managed Revenue

Provided Scaled Strategy for
24,000 Campaigns

270+ Verticals
 Supported with SEO Strategy

Managed Budgets Ranging from
\$50-\$75k /Mo

10+ Years
 Selling, Supporting, and Strategizing SEO