

JESSIE BECK

SEO, CONTENT STRATEGY, AND VIDEO

DETAILS

ADDRESS

San Francisco
United States

PHONE

(571) 296-4100

EMAIL

jessiebeck3@gmail.com

LINKS

[Portfolio](#)

[LinkedIn](#)

SKILLS

Asana

Content Strategy

Figma

Google Analytics

HTML

Keyword Research

Leadership

Project Management

Social Media

TikTok

UX + User Research

Website Architecture

YouTube Strategy

LANGUAGES

English



French



PROFILE

I have 12+ years of experience in digital content strategy with a focus in SEO and video. I'm adept in managing creative teams and planning compelling content for high-traffic websites.

EMPLOYMENT HISTORY

Associate Director of SEO, Video, & Product, AFAR Media

San Francisco

Jan 2020 — Present

Lead SEO strategy and operations for an award-winning travel publication and media company. Accomplishments include:

- Launching and overseeing AFAR's end-to-end SEO program, including SEO content strategy, technical SEO, analytics, video SEO, website architecture, internal and external linking to increase search traffic by 37% over 4 years
- Conducting competitor research, developed content calendars, and set production workflows to re-launch AFAR's YouTube channel with search-optimized videos to increase subscribers by 181% + views by 523%
- Managing a team of producers + editors to create YouTube and TikTok videos
- Collecting and analyzing data on 50K web pages to execute a large-scale content clean-up effort after Google's Helpful Content Update, resulting in a 18% MoM increase in search traffic
- Redesigning and re-launch AFAR's homepage, resulting in a 6% lift in traffic; 3% lift in engagement
- Leverage analytics and SEO tools (Semrush, Ahrefs, GSC) to conduct in-depth competitive content gap analysis to inform sales, marketing, and editorial
- Improving efficiencies of editorial operations by onboarding a project management software (Asana) and a new CMS (Brightspot), as well as by automating content production reports to increase output by 10%

Content Strategist: Media & Publisher Education, Facebook via Intraedge

Menlo Park

2019 — 2019

- Implemented a web production process to write, build, localize, and QA 50 new lessons in 1 month for Facebook's media and publisher educational platform.
- Developed a content strategy and project plan to migrate multiple customer support PDFs for the creator (influencer) audience to our website, improving efficiency and accuracy of content.
- Collaborated cross-functionally with product managers and marketers to create a content strategy and write educational content for two key publisher products: in-stream ads and game streaming.

SEO & Digital Content Specialist, Asana

San Francisco

2016 — 2019

Built an organic content marketing and SEO strategy for a B2B software company.

- Launched our SEO program to increase global organic search traffic by 17% YoY and non-branded share of search by 20%.
- Developed SEO strategy and managed freelance writers to launch Asana's thought leadership publication (asana.com/resources). Results: 5K monthly web visits in the first 6 months, with 30% MoM growth after.
- Collaborated with editorial team and design to optimize a product template gallery for SEO with website architecture and linking recommendations, keyword research and content suggestions, input on design and technical development of the gallery.
- Conducted keyword research, wrote SEO-driven copy, and ran analytics reports for long-form articles and landing pages.
- Tracked and reported on SEO targets for organic traffic, rankings, and share of search on a monthly basis.

Editor & Content Marketing Director, Go Overseas

Berkeley

2012 — 2016

Led content strategy and organic customer acquisition for a UC Berkeley Hass-sponsored educational start-up.

- Spent first two years as a content writer and was promoted to full-time content director in 2014.
- Hired and managed a team of 17 freelance writers to drive all articles and guides from ideation to publication and successfully publish 6-16 pieces per week.
- Implemented writing guidelines and an editorial production process that increased efficiency by 15%.
- Conducted organic keyword research for all website content and measured results to successfully rank for competitive terms, improve CTR, and grow website traffic by 193% in 2 years.
- Designed, launched, and managed our native advertising program that contributed to 10% of ARR.
- Conducted user research, developed content plans, and set website architecture to successfully launch two new sections of our website, Adventure Travel and TEFL Courses.

ESL Teacher, Peace Corps

Various

2009 — 2013

For 4 years, I taught English as a second language to teens and adults in 3 locations. I also coordinated a team of 17 volunteers and budget of \$15,000 to import and distribute 22,000 books as a Peace Corps volunteer in Madagascar.

EDUCATION

Bachelor of Arts in Anthropology, George Mason University

Jan 2009