

# RALPH COPE

## DIGITAL MARKETER + SEO SPECIALIST



### CONTACT

#### EMAIL:

ralphcopeiv@gmail.com

#### PHONE:

+1 503 975 4161

#### LINKEDIN:

/in/ralph-cope-iv/

#### CURRENTLY BASED IN:

Portland, Oregon

### EDUCATION

#### UNIVERSITY OF OREGON

GPA: 3.7

Eugene, OR, USA

Bachelor of Arts in Humanities

### SKILLS & CERTIFICATIONS

Wordpress CMS

Google Suite (GSC, GTM,  
Devtools, Sheets, etc)

Google Analytics + Ads Certified

Advanced AHREFs/SEMRush

Technical SEO (Screaming Frog)

Content Creation + Optimization

Proficient in HTML, CSS, JS

Creative Problem Solving

Project Management + Strategy

Keyword Research + Roadmaps

### CAREER OBJECTIVE

An experienced digital marketer looking to take on new projects and help online businesses grow. Specializes mainly in SEO and website/content management but has branched out into SEM and web development as well. Proven track record of growing traffic and conversions across multiple industries, from tourism to retail.

Big believer in optimizing workflow and finding creative solutions. Loves to learn, but loves results even more.

### EXPERIENCE

#### SEO Consultant

*Sure Oak, November 2022-present*

Currently working with the Brooklyn-based digital agency (remote workforce) as part-time SEO consultant and specialist. Typical workload includes content briefs, on-page optimizations, and technical SEO audits. Agency's portfolio includes over 70 clients at the moment.

#### Freelance SEO + Webmaster

*Ralph Cope Creative, April 2017-present*

Performing everything from SEO audits to web development to content creation and management. Worked with a variety of clients including small business owners, law firms, digital agencies, and more. Case studies available.

#### SEO Specialist + Content Manager

*The Broke Backpacker, November 2017-September 2021*

Full management role, responsible for but not limited to: webmaster, project management, website performance, link building, and more. Helped increase site traffic by 300% in 3 years and decrease load times by 700%.

### REFERENCES\*

**Art Patterson, Business Development, The Broke Backpacker**  
+62 81337546962 - jonarthurpatterson@gmail.com

**Chris Lininger, Director/Founder, Epic Backpacker Tours**  
+1 9718954437 - cblininger@gmail.com

*\*Testimonials also available upon request.*