

Andrew Moore

Onpage/Technical SEO Specialist Editor/Creative

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GAIQ (Google Analytics Individual Qualification ID): 122904626

Hello,

My name is Andrew Moore and I've lived and worked around the world. Currently, I'm based in Austin, Texas.

What might I do for you, or your firm/agency? What do you need to be created, outsourced, managed, campaigned, tracked, edited, optimized, researched, or proofed? Allow me to be of assistance...

I've just finished a 2 months of learning and working on my own web-based projects- including outsourcing content and posting to my own sites, building and publishing my first digital course, and earning my Google Analytics certification.

This was after 9 months as an 'SEO Assistant' for thelimitlessagency.com. That was a great experience with excellent people, but unfortunately my position was not moving in the direction I'm ready to grow.

For my first 3-months, I was tasked with clearing massive legal websites of errors and warnings in Ahrefs, bringing these sites up to clean,100 scores. That work was followed by interlinking projects using LinkWhisper.

Additionally, I've optimized onpage SEO for lead ranking pages for these firms, already ranking on page 1 for some of the most competitive/expensive legal keywords in NYC.

Often I was in SurferSEO (and Jasper if I need some quick-pat-legalese). I've also created content plans that were received well (helped to win that client), drafted e-book lead magnets in use now, edited 100's of pieces of outsourced content, and wrote well-researched creative copy for sites/brands that do well over a M a month in a few different verticals.

I even brought them an outstanding employee- still working there now... :)

Ideally, I'd like a position where I could be more creatively challenged to test/learn/grow, enjoy the results/returns and produce reports (analytics).

Teams are great, of course, but I can be entirely self-directed/motivated if necessary. Ultimately, I am always responsible for and take pride in my work- while aspiring to earn and excel at a Senior Level SEO position.

Ever curious, I do relish opportunities to learn, grow, and fully understand the value constructive criticism/re-direction when necessary. I am focused on friction-free results that everyone can be proud of.

Ideally, this would be an analytics focused, edit/refine content when necessary position. One where I could research keywords/plan, manage outsourced content, create media/infographics where useful and follow all on-page and technical SEO best practices to get our clients' rankings and revenue up!

I'm also interested in local (GMB) and paid ads (including social) and have run them hitting a 9.5% CTR on Bing, but you know your money is best served with organic traffic. I'd rather the content do the work, unless you need quick returns or build brand recognition.

- I have done the course work for the Google Analytics (also Tag Manager and PPC). GAIQ Completion ID: 122904626
- Certified through Hubspot for SEO and Digital Marketing
- Certified through AWAI for B2B/C email/drip campaign writing
- Working experience in Ahrefs, Screaming Frog, etc.
- Have taken Google Ads cert., but shifted focus
- Top Agency writing experience
- ClickUp, Asana, Trello, Basecamp, Slack
- Drafted content with Clearscope.io and SurferSEO
- Personally use PageOptimizerPro
- Canva Pro account and Grammarly
- Keyword research using Keywords Everywhere (Chrome extension), Keyword Chef, the word-soup method and Ahrefs
- 10+ years in Real Estate- Res./Comm./Appraisal. National Cert. Home Inspector
- 9 years teaching English in Europe- including the highest level of Cambridge and Business English (Doctors and Lawyers as private students).

Additionally, I'm cleared by the FBI, carry no debt, have no physical/mental restrictions, test ENTJ and speak fluid Spanish, and am functional in Czech.

In closing, I'm honest, responsible, clear, and quick with my communications. If I don't have an answer to a question, I will say so- then I will find it as long as the data exists.

Please review my test assessments from the Indeed.com platform as outlined below. Of course, I've personal and professional references.

Thank you for your time.

Sincerely,
Andrew Moore

A testimonial from an agency editor:

"Andrew is a professional, detail-oriented writer who takes notes very well. He helped us produce some excellent content for new websites of ours and he delivered well-researched, informative articles that helped us compete in our niche.

When you give him notes, Andrew takes the time to absorb them and incorporate them into his process for future articles so that the work is constantly improving.

Not only that, but he's a joy to work with. Your team would be lucky to have such an experienced writer at your disposal!"

M.R.

www.three-ships.com

Allow me a quick summary:

- My 20's were spent in San Francisco, Sacramento, and Seattle.
- Asst. Manager and High-Rise Fire Safety Director in downtown S.F. for two different buildings- while going to school full-time.
- Heald Business College A.A. Business Admin. Also finished Principles of R.E.1. and Appraisal 1 and 2.
- Wildland Firefighter, Certified Chainsaw Lead for The National Forest Service- 3 summers.
- U.C. Davis for their first Certificate Program in Web Development.
- Asst. to a Master Appraiser (bundled 300+ appraisals) in Sacramento.
- Asst. to the number one Commercial Broker in Seattle and wrote multi-million dollar prospectuses and office procedure manuals.
- My 30's were spent teaching English in Prague, CZ. Trinity College for my TEFL- and then teaching the highest level of Cambridge English in Valencia, Spain. Both positions offered me Directorships. During these tenures, I specialized in Business English for professionals.
- I then built a registered bio-diesel company in Costa Rica named 'Viento Verde.' Produced, used, and sold my product. I then sold the company to an American rancher in the highlands.
- For most of my 40's, I was independently wealthy. I flipped homes in Oregon (that I found, rehabbed, marketed, and sold- only using an agent at closing).
- Then I broke ground and built a home to my design, off-grid on Mt. Shasta, CA at 6000'. After living there for four years, I also successfully sold that project.
- During that time I became a Nationally Certified Home Inspector and conducted for-fee inspections. Disillusioned with the high rate of lawsuits (and the inefficiency of drive-time), I dove back into my first loves- writing and technology to find a spot best-suited for all involved.
- Full-time as an SEO Assistant for a great agency for exactly 9 months. Also, working and outsourcing help on my personal sites. Adding/pursuing certifications: Google Analytics, SEMrush, and HubSpot- All SEO/Digital Marketing related.
- Just completed a 2 month (working) sabbatical in Puerto Vallarta. Worked on my health (bodysurfing) and personal passion projects, including launching my first digital course on 'How to Move to Mexico' and becoming Google certified.

Now I'm ready to jump in with a new company and team!

You'll find me responsive, proactive, insightful, always curious, in good humor, and easy to work with.

Thank you for your interest.

Sincerely,
Andrew Moore

Authorized to work in the US for any employer

Work Experience

Onpage/Technical SEO-Editor-Creative

The Limitless Agency - Austin, TX

December 2021 to August 2022

The Limitless Agency was a great experience!

There, I had the opportunity to achieve a number of things:

- Cleared 100s of technical SEO errors (per site) in Ahrefs- bringing these massive legal sites up to 100
- Wrote many, substantive, well-researched pieces- including ebook lead magnets
- Edited hundreds of recipes
- Researched and drafted massive pieces of content to win clients (we did)
- Analyzed a potential client from their front-end (we won that client too)
- Interlinked pages- Link Whisper
- Updated sites as scheduled content came through while adding optimized photos
- Brought on a quality employee to the team
- Always signed in 10mins early and never missed a meeting in exactly 9months

Commercial Writing:

These topics range from custom home building, to the I.T. and telecom industries, to legalese, to high-end consumer copy, to ebook lead magnets, to how-to pieces, to descriptions of Rolex watches, international appliance companies., CBD products, and high-end women's silk loungewear. I've also written 4 of my own self-published books totaling 250k words.

Though at this point in my career, and after outsourcing my own content (60 pieces), I'm far more interested in planning, editing and optimizing outsourced content, rather than writing for clients (but I will if/when necessary).

Additionally, I also have recommendations/testimonials from clients, editors and of course my most recent boss.

Thank you for your time and interest.

Sincerely,
Andrew Moore

Education

U.C. Davis Cert. in Web Dev. + Heald Business College- Bus. Admin. Trinity College for TEFL, etc.

Skills

- Bing Ads
- Digital Marketing
- PPC Campaign Management
- Search Engine Optimization (SEO)
- WordPress
- Blogging
- Google Analytics
- Office
- G-Suite
- Canva Pro
- Adobe Creative Suite
- Camtasia
- Ableton Live
- Shopify
- FB Ad Manager
- Email Marketing
- Branding
- Web Development
- Social Media Management
- Google AdWords
- Facebook Advertising
- Copywriting
- Media Buying
- Proofreading
- SEM
- SEO Tools
- Keyword Research
- Content Management
- Content Creation
- Web Design
- E-Commerce
- Website maintenance
- Analytics

- MailChimp
- Content marketing
- Social media marketing
- Google Ads
- A/B testing
- Content Development

Languages

- Spanish - Intermediate

Military Service

Branch: Navy

Rank: ENFR

September 1989 to September 1991

Honorably discharged VFW.

Certifications and Licenses

Numerous.

Assessments

Written Communication — Highly Proficient

January 2020

Best practices for writing, including grammar, style, clarity, and brevity.

Full results: [Highly Proficient](#)

Marketing — Highly Proficient

January 2020

Understanding a target audience and how to best communicate with them

Full results: [Highly Proficient](#)

Search Engine Optimization — Proficient

October 2020

Interpreting online website performance metrics and understanding search engine optimization tactics

Full results: [Proficient](#)

Mechanical Knowledge — Highly Proficient

November 2020

Understanding and applying mechanical concepts and processes

Full results: [Highly Proficient](#)

Verbal Communication — Highly Proficient

October 2020

Speaking clearly, correctly, and concisely

Full results: [Highly Proficient](#)

Project timeline management — Proficient

January 2021

Prioritizing and allocating time to effectively achieve project deliverables

Full results: [Proficient](#)

Real estate — Highly Proficient

March 2021

Matching listings with specifications

Full results: [Highly Proficient](#)

Written communication — Highly Proficient

March 2021

Best practices for writing, including grammar, style, clarity, and brevity

Full results: [Highly Proficient](#)

Teamwork: Interpersonal skills — Highly Proficient

March 2021

Responding to challenging team situations at work

Full results: [Highly Proficient](#)

Marketing — Highly Proficient

January 2020

Understanding a target audience and how to best communicate with them

Full results: [Highly Proficient](#)

Basic attention to detail — Expert

August 2021

Identifying differences in materials, following instructions, and detecting details among distracting information

Full results: [Expert](#)

Typing — Proficient

October 2020

Transcribing text using a standard keyboard

Full results: [Proficient](#)

Administrative assistant/receptionist — Highly Proficient

August 2021

Using basic scheduling and organizational skills in an office setting

Full results: [Highly Proficient](#)

Search engine optimization — Proficient

August 2021

Interpreting online website performance metrics and understanding search engine optimization tactics
Full results: [Proficient](#)

Search engine optimization — Proficient

August 2021

Interpreting online website performance metrics and understanding search engine optimization tactics
Full results: [Proficient](#)

Indeed Assessments provides skills tests that are not indicative of a license or certification, or continued development in any professional field.