

TYLER TAFELSKY

SEO STRATEGIST & CONTENT WRITER

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#SYNOPSIS

A well-versed digital marketer who's carved a niche as an SEO content strategist and copywriter. Proficient in research, analysis, and strategic ideation. Passionate in deploying creative SEO strategies that grow organic visibility and generate targeted search traffic.

#SKILLSET

Research + Planning	<div style="width: 100%;"></div>
Copywriting	<div style="width: 90%;"></div>
Content Strategy	<div style="width: 100%;"></div>
Editing + Proofing	<div style="width: 95%;"></div>
Link Outreach	<div style="width: 100%;"></div>

#TOOLKIT

Ahrefs • SEMrush • Majestic
BrightLocal • Moz • Screaming Frog
Keyword Planner • BuzzStream
Google Ads • Google My Business
Google Analytics • Search Console
Bing Ads • Facebook Ads

#EXPERIENCE

Director Content Strategy & Copywriting

2021-Present

The Gray Dot Company

- Conduct keyword research, competitive analysis, and content briefs
- Write SEO-inspired content for internal and client blogs and other assignments
- Perform content updates for high-profile blogs in the health and wellness space

Senior SEO Specialist

2016-2021

Captivate Search Marketing

- Led all on-site SEO, off-site SEO, and content marketing projects
- Distilled data, assemble presentations, and communicate findings to clients
- Perform SEO audits, Google Ads audits, and assemble findings into action items

Internet Marketing Manager

2011-2016

Online Innovative Creations

- Leveraged keyword data and search trends to implement on-site SEO strategies
- Analyzed domains, backlink profiles, and owned all link building efforts
- Wrote SEO-driven content for webpages, blog posts, and press releases

SEO Copywriter

2009-2011

Peak Positions

- Wrote copy for hospitals, universities, attorneys, and other high profile clients
- Analyzed website usability, sitemap structure, content, and metadata
- Developed content calendars and wrote articles for client and internal blogs

Editorial Content Writer

2009

CollegeNews.com

- Researched breaking news feeds to pinpoint stories relevant to college students
- Composed unique articles promptly and accurately under immediate deadlines

#EDUCATION

Bachelor's Degree in Marketing

Western Michigan University
Haworth College of Business
Kalamazoo, Michigan | 2009

Google AdWords Certified

Search Advertising | 2019

#SIDE HUSTLES

BetterTriathlete.com

Triathlon Blog & Coaching Network

Passion project turned high-authority triathlon blog that generates organic traffic across many keyword themes, including tri bikes, books, podcasts, and training fundamentals.

VeganProteinPowder.reviews

Plant-based Protein Review Blog

SEO-driven hobby blog comprised of long-form blog posts and video reviews of popular vegan protein powder supplements.