

ANTHONY MICHAEL CACCAVALE

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PROFESSIONAL EXPERIENCE

Condé Nast • Technical SEO Manager • June 2021 to Present

- Work with different teams, including Global and Brand-specific Product and Engineering, to ensure that Condé Nast's 60+ websites are crawled and indexed as expected. This includes larger brand-specific projects, Global Product projects, as well as platform fixes across the suite — these include: pagination recommendations, CMS migration support, AMP removal, HREFLANG logic updates, new template types, new modules, JavaScript-loaded content, etc.
- Create and QA pre/post-implementation Jira tickets based on technical SEO concerns found through audits, monitoring, and/or template reviews. This was roughly 160 tickets in the past 12 months.
- Investigate SEO traffic decreases from a technical perspective (such as code changes, new product features), prioritize those issues based on severity, and work with appropriate teams to prioritize fixes
- Provide structured data recommendations and improvements, including but not limited to Live Story, Recipe, NewsArticle, Product, and itemList to target search enhancements, as well as help improve search engine understanding of Condé Nast' suite of sites
- Provide guidance and QA Live Story templates to ensure that Condé Nast's live stories appeared with a "LIVE" badge
- Continually monitoring site changes and creating Jira tickets depending on potential SEO impact, including title tag changes, canonical changes, redirect changes, server errors, navigation changes, etc.
- Help implement and set up Sitebulb server across 60+ websites. This also includes custom extractions via CSSPath and Regex to identify template types.
- Manage and maintain a change log to refer to for large scale changes that could impact SEO traffic
- Respond and address technical SEO-related questions from various stakeholders, including Engineering and Product.

Knucklepuck • Technical SEO Specialist • November 2015 to May 2021

- Oversaw all technical SEO audits at the agency, personally spearheading the more complex instances (often using these instances to train others)
- Collaborated with internal and client web development teams to ensure correct implementation of SEO recommendations, and guide them in performing ongoing verifications
- Managed Google Analytics audits; implemented findings to ensure data cleanliness and accuracy
- Managed content audits; identified areas to revamp, remove or redirect to improve crawling and indexing
- Created information architecture and site structure recommendations for client site redesigns
- Tracked engagement measurements via Google Tag Manager (e.g., iframes and cross-domain tracking)
- Continually streamlined monthly data reporting (with my initial reporting automation overhaul saving approx. 1–2 hours of data pulls per report, for the 10+ reports generated each month)
- Generated custom analytics reports to prioritize SEO strategies; produce post-mortems on campaigns
- Provided content strategy and recommendations based on keyword research that is relevant to my clients' business goals.
- Trained SEOs across specialties and experience levels

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Reingold, Inc. • Senior Digital Marketing Associate • March 2012 to November 2015

- Managed and implemented technical SEO best practices to ensure crawlability and indexation of client websites, including but not limited to internal linking recommendations, checking for broken links (and recommending fixes).
- Managed redirect strategy and site migration of multiple sites — including a re-launch of a 500+ page website
- Managed content optimization and keyword recommendations for multiple clients – ranging a wide variety of verticals
- Provided landscape analyses and strategic SEO recommendations used for new business opportunities, as well as current clients
- Integrated and implemented custom Google Analytics configurations (via Google Tag Manager) for multiple clients
- Analyzed website traffic and data for client needs for multiple clients. This was both in a monthly dashboard format, as well as ad-hoc requests. The sites ranged from 100 visits a month to over 1 million
- Provided strategic web recommendations based off of monthly web analytics reporting, as well as ad-hoc reports
- Responsible for and provided recommendations for link acquisition strategy – from list creation to list hygiene to pitching and quantifying results.

Ketchum • Account Coordinator, Online Strategy • February 2011 to February 2012

- Analyzed web traffic for client needs based on Google Analytics, Google Webmaster and Bing Webmaster
- Created reports based on web analytics programs for clients. Information in reports include diagnostic reasoning based on trends
- Compiled and pitched high authority blogs and websites for link placement
- Conducted keyword research
- Wrote meta descriptions and titles for blog posts and website pages
- Helped optimize YouTube videos including the Sassy Gay Friend Kraft MiO campaign that received over 100,000 views
- Assisted in technical audit for a blog

EDUCATION

Virginia Tech., Blacksburg, VA

- BA in Communication, concentration Public Relations with minors in Sociology and Professional Writing

PROGRAM PROFICIENCY

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| • Botify | • ContentKing | • Moz |
| • Sitebulb | • Google Analytics | • HTML/CSS |
| • Google Search Console | • Google Tag Manager | • WordPress |
| • Screaming Frog SEO Spider | • Google Sheets | • Yoast SEO |
| • Screaming Frog Log Analyser | • Microsoft Excel | • Bing Webmaster Tools |
| | • Ahrefs | • Microsoft Office |
| | • SEMRush | |