



# Jennifer Ordoñez

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Deltona, FL | Remote

## Profile

Senior SEO strategist and consultant with 13 years across agency and consulting roles. I build strategies that tie Technical SEO, AI Search visibility (GEO/AEO) and analytics to revenue and business decisions.

## Key Skills

- Technical SEO
- GA4 & GTM Implementation
- SEO, GEO, and AEO Roadmaps
- Data Analysis & Custom Reporting
- A/B testing/experimentation
- Core Web Vitals
- Digital PR/link earning
- Conversion Rate Optimization
- Client Strategy & Retention
- Team Leadership & Training
- Project Management
- Negotiation

## Software

**Analytics & Tracking:** GA4, Google Tag Manager, Google Search Console, Data Studio

**SEO & AEO:** Peec.AI, Semrush, Ahrefs, Screaming Frog, Keyword Insights AI, Claude, Google Business Profile

**CMS:** WordPress, Shopify, Webflow, Wix

**Workflow & CRM:** HubSpot, ClickUp, Asana, Trello, SlickPlan, Loom, Google Workspace

## Languages

Spanish (Proficient)

## Education

**Winter Park Tech**

Web Development Certificate

**University of Central Florida**

Bachelor of Arts, Minor in Business

## Work Experience

### Senior SEO Strategist and Consultant

Goods Attitude, Inc. 07/23 - Present

- Own end-to-end SEO, GEO, and AEO strategies for agencies and their clients nationwide, from technical audits and prioritized strategic roadmaps to monthly performance meetings.
- Built custom Data Studio reporting solutions for agency clients, cutting reporting time 58% per client.
- Built GA4 and GTM event tracking for mid-size to enterprise clients, including resolving GTM account issues for a world-leading social platform.
- Launched AI search visibility tracking (Peec.AI) to measure client brand visibility in AI search for several agency accounts.

**Key Achievement:** Grew conversions (GA4 key events) 8.5x, from 2 to 17, in 16 months on a new domain in a highly competitive market.

**Key Achievement:** Grew organic traffic roughly 30% across 38 locations for a national hair salon franchise (NDA) in 12 months by Google Business Profile optimization.

### SEO Manager

Avalanche Creative 07/21 - 07/23

- Trained SEO team on SEO best practices and data analysis.
- Managed company-wide client success from relationships to renewals.
- Analyzed client accounts to mitigate risk and spot opportunities.

**Key Achievement:** Raised average renewal contract value by 55% (\$2,500 to \$3,880).

### Freelance Web & Marketing Consultant

Independent 06/20 - 07/21

- Built and updated websites and handled marketing for small business clients.

### SEO Director

MyCity Social 10/16 - 06/20

- Managed different teams (SEO, Web, Content) to deliver better organic search results for clients.
- Focused on client relationship building and increasing renewal rates.
- Oversaw 90+ SEO accounts in the department.
- Ran A/B tests and experimentation in CRO campaigns to boost conversions.

**Key Achievement:** Grew the SEO Department's client portfolio by 750%.

### SEO Consultant

Independent 05/13 - 09/16

- Provided SEO and marketing coaching to business owners.

### SEO Intern, promoted to SEO Specialist and Client Liaison

Get The Clicks 08/12 - 04/13

- Analyzed data, created SEO reports, and met with clients.
- Performed on-page and off-page SEO, PPC management, content creation, Local SEO, and website audits for 12-15 clients at a time.