

JEREMY JANES

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PROFESSIONAL SUMMARY

Highly accomplished and versatile Digital Marketing and Search Engine Optimization (SEO) professional with 25+ years of experience driving measurable results in conversion rate optimization (CRO), paid search (PPC), and full-funnel digital strategy. Expertise in leading large-scale technical SEO initiatives, leveraging Google Analytics 4 (GA4) and BigQuery for data-driven decision-making, and transforming organizational marketing philosophies to align with major search engine algorithms. Proven ability to architect complex data solutions that link marketing performance to business operations and ROI.

CORE COMPETENCIES

- **Search Engine Optimization (SEO):** Technical SEO, On-Page/Off-Page SEO, Algorithm Compliance (Panda/Penguin), Semantic Search, Schema Markup, Site Architecture, Core Web Vitals, Crawl Budget.
- **Digital Strategy:** Full-Funnel Marketing, Demand Generation, Competitive Intelligence, Market Analysis, Cross-Channel Strategy, Brand Authority.
- **Data & Analytics:** Google Analytics 4 (GA4), Google Tag Manager (GTM), Data Warehousing, BigQuery, Power BI, KPI/ROI Reporting, A/B Testing, Conversion Rate Optimization (CRO).
- **Paid Media:** Paid Search (PPC), Budget Management, Conversion Tracking, Campaign Analysis, Google Ads.
- **Technology & Development:** Python, HTML, CSS, SQL, JSON, XML, CMS platforms (Sitecore, WordPress), API Integration.

PROFESSIONAL EXPERIENCE

Demand Generation Manager

Chord Specialty Dental Partners (Dental Service Organization with 70+ facilities)
Nashville, TN | September 2024 – September 2025

- Spearheaded online strategies across SEO, PPC, and digital channels resulting in a direct increase in lead generation and online appointment bookings across a dozen brand websites.
- Managed the technical health and viability of 12+ brand websites across multiple service lines and regional markets, ensuring optimal performance and compliance.
- Architected and managed interconnected web services for advanced analytics (GA4/GTM), event tracking, and custom data capture.
- Collaborated with IT and external vendors to establish a data warehouse schema, successfully marrying external marketing sources with internal operations data for advanced audience targeting and forecasting through machine learning and generative intelligence.

Senior SEO Technical Strategist

HCA Healthcare (Fortune 100 Health System: 200 hospitals, 2,400+ sites of care)
Nashville, TN | September 2018 – July 2024

- Identified over 140 technical SEO deficiencies across company web properties within the first year, establishing a roadmap for remediation and platform standardization.
- Directed 1,200+ websites' technical viability, leading development teams in maintaining core performance and search engine compliance.
- Oversaw development standards for 35+ website consolidation projects, successfully reducing the total number of managed websites by 50%.
- Architected the business logic and property sets for a dynamic, centralized schema implementation based on facility type, organizational structure, and medical specialties.
- Consulted on development frameworks, site structure, and page layout for all new website enhancements and expansions, ensuring SEO was built-in from the ground up.
- Developed an interactive, API-integrated bot for internal use (Webex) that provided automated alerts on technical deficiencies and on-demand reports for rankings, SERP metrics, and backlink health.

Senior SEO Strategist
ePageCity, DBA Deep Footprint (Google Certified Partner)
Chicago, IL | May 2015 - March 2017

- Provided comprehensive SEO strategy, direction, and implementation for a portfolio of 22 national clients.
- Transformed the company’s SEO philosophy from a keyword-centric model to a semantic-focused approach founded on establishing domain authority and trust.
- Developed and implemented preliminary sales audit criteria, which contributed to an increase in the SEO client base by 150%.

Digital Strategist
Marcel Digital (Google Certified Partner)
Chicago, IL | November 2012 - October 2014

- Spearheaded the company’s shift to a "Website Optimization" holistic digital marketing package, successfully moving away from the sale of individual services.
- Developed and conducted the company's first CRO audit, successfully paving the way for a new, high-value client service offering.
- Redeveloped the company’s SEO audit to reflect the Google Panda and Penguin algorithm updates, expanding the client deliverable from 15 to an average of 38 pages.
- Secured the company’s largest single web development sale in its 10-year history through strategic audit and client consultation.
- Managed PPC client accounts, establishing keyword targets, optimizing landing pages, and guiding overall strategy.
- *Additional achievement:* Maintained customized GA dashboards for major accounts to monitor ROI and KPI metrics.

Digital Marketing & Technology Manager
CMC (Management Consulting Firm)
Chicago, IL | March 1999 - April 2010

- Led an online marketing campaign that resulted in increasing company sales by more than 100% to a 12-year record high in the first year.
- Successfully optimized the company website for major search engines, achieving Top 10 rankings for all primary consulting services offered.
- Mapped and automated internal and external sales/marketing processes within a customized CRM, resulting in a documented savings of 72 man-hours per week and a \$125K R.O.I. in the first year.
- Managed technology sourcing, vetting, and a three-person marketing support team.
- *Additional achievement:* Assisted in securing over \$1.3M in investment funding through the creation and design of compelling presentation and marketing materials.

EDUCATION & CERTIFICATIONS

- Interactive Media, B.A. – Columbia College Chicago (Pursuant)
- Google Analytics Certified (GA4) – Google
- Microsoft Access/Excel Advanced Certification – New Horizons Computer Learning Center
- Advanced Data Visualization Training – Edward R. Tufte, Emeritus Professor, Yale University
- Process Improvement – Principles of Lean Office; Value Stream Mapping

TECHNICAL EXPERTISE

CATEGORY	TOOLS & TECHNOLOGIES
SEO & ANALYTICS	Google Analytics 4 (GA4), Google Tag Manager (GTM), Google Search Console, SEMRush, Screaming Frog, Moz, Ahrefs, Majestic SEO, schema.org, Power BI
DEVELOPMENT & DATA	Python, HTML, CSS, SQL, JSON, XML, BigQuery, REST APIs, MS Visual Studio, Adobe Dreamweaver, PyCharm, ChatGPT, Gemini
CMS PLATFORMS	Sitecore, WordPress, Umbraco, Joomla, Drupal, Ektron, dotCMS, Magento
OPERATIONS	Microsoft Office Suite, Google Workspace