

**SAM**

**KADEZABEK**

**SEO LEAD STRATEGIST**

**GET IN TOUCH**

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**SKILLS**

- Technical SEO
- Complex Content Optimization
- Strategic SEO Initiative Testing
- Conversion Rate Optimization
- AI Optimization
- LLM Prompt Engineering
- Brand Management
- Data Analysis

**EDUCATION**

**ROCHESTER INSTITUTE OF TECHNOLOGY**

- MBA in Digital Marketing
  - Graduated 2020, 3.83 GPA
- BS in New Media Marketing
  - Graduated 2019, 3.65 GPA

**SUMMARY**

Detail-oriented SEO strategist aiming to leverage client-based experience and a proven knowledge of search engines, AI platforms, content, and brand strategy to combine my passion for creative problem solving, analytics, and technological advancements.

**EXPERIENCE**

**SEO LEAD STRATEGIST | 2025 – Present**

Optimal (Effective Spend) – Denver, CO (remote)

- Lead and run client accounts on my own:
  - Creating deliverables
  - Recommending strategies
  - Communicating performance
  - Managing client relationships
  - Preparing websites for shifts like AI (crawlability, LLM term associations, and more)
- Collaborate with other managers to improve internal processes.
- Keep our team on top of industry shifts/new tools.
- Dive deeper into specific developing areas like AI's impact on the search experience.

**SEO MANAGER | 2021 – 2025**

Optimal (Effective Spend) – Austin, TX

- Presented monthly SEO performance reports to clients, discussing wins and areas for improvement.
- Trained/managed new hires to support client deliverables.
- Led client reporting, communication, and strategy for a variety of brands from small businesses to multinational corporations.
- Created content and technical deliverables to improve clients' website optimizations.

**MARKETING COORDINATOR | 2018 – 2019**

RIT Auxiliary Services – Rochester, NY

- Created and planned content for social media highlighting the venues, players, and community.
- Managed social media accounts and built brand awareness among thousands of followers via marketing campaigns across platforms.
- Analyzed data from social media; engagement across two assigned accounts each increased by more than 84% (~2.6% to 4.9%).