

# Liam Noonan

## Digital Strategist

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## Experience

### SEO & Content Strategist | Alaska Airlines (+Hawaiian) Jul 2024 - Present

- Manage technical and on-page SEO for alaskaair.com as the sole SEO strategist on the team
- Oversaw a CMS migration from Sitecore to Contentstack for Hawaiian Airlines as the main SEO SME
- Started a monthly SEO performance report cadence using Looker, GA4, Search Console and SEMrush data
- Developed an international SEO strategy for alaskaair.com taking into account proper Hreflang tags
- Worked with and educated various ecommerce and engineering teams to ensure SEO strategy is followed
- Provided monthly state of organic search updates to the VP of Ecommerce with a focus on AIO news
- Built and managed a growth campaign for 1,800+ programmatic destination and route landing pages
- Assist content producers with CMS publishing and technical troubleshooting in ContentStack

### Web Content & SEO Strategist | Infor Jun 2022 - July 2024

- Grew organic sessions by 127% resulting in a 98% increase in lead generation attributed to SEO (YoY)
- Consulted with SMEs to build 8 industry-specific SEO content roadmaps focused on topic clustering
- Worked with industry strategists to write SEO-researched guides, white papers, and technical content
- Oversaw external web content writers while providing them with SEO content briefs and reviews
- Managed international keyword tracking and SEO/analytics dashboards for 8 industry and product teams
- Performed CMS tasks including publishing, localization, site migration troubleshooting, and page builds
- Monitored the technical SEO of 27,000+ URLs with weekly crawls and collaboration with developers
- Oversaw all SEO aspects of an enterprise CMS migration to Sitecore and revamped site architecture

### Digital Content Strategist | Freelance/Consulting Jun 2021 - May 2022

- I worked with 8 small to medium sized businesses primarily in the regulated legal cannabis industry
- Led monthly calls to determine content marketing channels tailored to business objectives and budgets
- Planned, wrote, and managed socials (paid & organic), email campaigns, technical guides, and blog content
- Delivered client website audits covering technical SEO, information architecture, UX, and content strategy
- Built and presented monthly performance reports tailored to the KPIs of each specific campaign and client

### SEO Content Specialist | Experian Mar 2020 - Jun 2021

- Grew organic sessions to the Experian education hub by 80% YoY through SEO-researched topic ideation
- Wrote 300+ strategic SEO content briefs for personal finance articles and provided SEO content reviews
- Performed keyword research, gap reports, content audits, trend mapping, and web analytics reporting

### Content & SEO Coordinator | Brandastic Digital Agency

Feb 2019 - Mar 2020

## Education

### Chapman University (Aug 2015 - Graduated May 2019)

- Bachelor of Arts, Public Relations & Advertising | Minor in English
- GPA: 3.7 (Cum Laude)
- B+ Foundation Corporate Sponsorship Chair and Panther Student Newspaper Staff Writer

## Relevant Skills

content strategy | CMS management | SEO | web analytics & reporting | social media (paid + organic) | HTML/CSS | GA4 | Google Search Console | CRM | email marketing | conversion copywriting | UX testing