

Phil White, Writer, Content Manager, SEO

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Summary

As a career content manager with companies like EarthLink, Fiserv, and Merkle, I've been privileged to curate and create digital content for websites built in many different content management systems.

In addition to years of experience as a content editor, I have expert level knowledge of SEO practices, HTML and CSS, as well as a working knowledge of JavaScript and the jQuery framework.

I specialize in WordPress, Wix, and OpenText content management systems.

Professional History

Digital Marketing Strategist / Freelancer

Yardstick Digital Marketing

September 2017-Present

Creating and managing websites and marketing for small businesses.

Industries: bankruptcy law, online book and decor sales, summer camps, non-profits, candle manufacturer, convention and visitors bureaus, online college tutors, and churches.

- Created websites in WordPress and Wix
- Edited and managed content and product information
- Created marketing funnels and managed automation

SEO Strategist

OuterBox

June 2023 - March 2024

At OuterBox I served as the hands-on search engine optimization manager for several mid-sized e-commerce accounts. In this role I worked with clients to assess performance, evaluate the competition, and create and execute a strategy to drive organic growth.

Key wins included helping several clients recover from audience losses sustained from 2023 Helpful Content Updates.

- SEO strategy development
- Competitive analyses
- Keyword research
- Content audits
- Technical audits
- Client presentations

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SEO Manager

Merkle

May 2022-April 2023

At Merkle I served as SEO Account Manager for several national clients. Industries included Retail Property Leasing, Consumer Coffee Products, Women's Fashion, Sporting Goods, and Health insurance, among others.

- Conducted market research, designed results-oriented SEO strategies, and created roadmaps.
- Performed technical and on-page SEO audits, communicated technical changes needed, optimized meta data and on-page copy.
- Managed a matrixed, remote team of 8 SEO specialists, with responsibility for maintaining account margins.
- Built reporting dashboards, uncovered insights, and presented recommendations to clients.
- Created content strategies and trained in-house writers on SEO practices.
- Implemented scalable processes to leverage on- and off-shore resources.

Product Owner

NovoLogic

January 2017-September 2017

NovoLogic was developing a workforce coaching software platform to address the needs of its larger clients. Midway through the year their strategic direction changed, and my position was eliminated.

Director of Digital Marketing, Corporate

Fiserv

March 2011-January 2017

- Led development of corporate digital marketing standards and platforms.
- Served as corporate lead of digital marketing, developing, and communicating strategy to all business units.
- Set standards for the content, technology, and experience of Fiserv websites.
- Managed a team of creative and technical professionals who shaped the digital experience for our clients.
- Integrated 50+ marketing websites covering over 600 products into the new Fiserv.com.
- Managed agency resources to redesign website and re-platform the CMS.
- Leveraged SEO to increase organic traffic.
- Implemented a content strategy that resulted in significant increases to return visits.

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Online Technology and Design Manager

Fiserv

June 2009–March 2011

- Managed website content and technology.
- Migrated all forms from Lotus Notes to OpenText.
- Managed agency creative and development work.

Director of Experience Design

Kaneva

September 2007-February 2009

- Led a design and content team who helped users understand the complex environment of the “World of Kaneva,” a marriage of web-based social tools and a 3D virtual world.
- Applied direct response principles to our landing page content and used multi-variant testing to constantly improve its effectiveness in converting new customers.
- Streamlined web application user interfaces and created content that increased engagement with the platform.

Managing Editor, Technical

EarthLink (MindSpring)

October 1998-September 2007

- Led a team of 5 technical editors who created instructional content that increased customer engagement and satisfaction.
- Managed production of content for services and SAAS applications.
- Content types: online help, printed user manuals, online marketing content, user interface copy.

Lead Technical Writer

MindSpring

June 1996-September 1998

- Designed and built MindSpring’s first support website.
- Wrote technical support articles.
- Coordinated assignments for and mentored other technical writers.

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Skills

Management & Soft Skills:

- Creative Personnel Management
- Mentoring and Coaching
- Building High-performing Production Teams
- Managing Client Relationships
- Managing Vendor Relationship
- Presenting to Groups

Content Skills:

- Writing and Editing
- Website Content Management
- Website Content Strategy
- Managing Content Development Workflow
- Designing Workflow Systems
- User Experience Design

SEO Skills:

- SEO Strategy
- Keyword Research
- On-page and Technical SEO
- Competitive Gap Analysis
- Structured Data (Schema Markup)
- Taxonomy Optimization
- Core Web Vitals Review

Tools:

- Ahrefs – Advanced
- SEMRush – advanced
- Screaming Frog SEO Spider – advanced
- Adobe Creative Suite – intermediate
- HTML 5 / CSS 3 – intermediate
- Javascript and JQuery – intermediate
- Wordpress – intermediate
- Wix – advanced
- Google Analytics – advanced
- Google Search Console – advanced
- Google Looker Studio – intermediate
- Google Workplace – advanced
- Microsoft Office – advanced

Education

Bachelor of Music in Theory and Composition, University of Texas at Austin, 1995