

Melissa Jensen

SEARCH ENGINE MARKETING EXPERT

541-948-7539 | yumikomj@yahoo.com | Bend, OR | <https://www.linkedin.com/in/melissajensen/>

-----PROFESSIONAL SUMMARY-----

My passion is turning data into actionable insights that align business objectives with enhanced digital experiences. With over 20 years of experience specializing in the ever-changing Search landscape, I forge trusted partnerships with various stakeholders at all levels including executive leaders, business units, and cross-functional teams to drive business outcomes through the most impactful marketing channel; Search.

-----AREAS OF EXPERTISE-----

PROFESSIONAL SKILLS	Data-Driven Decision Maker Strategic Thinker Self-Starter Curious Problem Solver Collaborative Teammate Transformational Leadership
TECHNICAL SKILLS	SEO Tools: Google Adwords, Google Search Console, Bing Webmaster Tools, SEMRush, Screaming Frog, BrightEdge, Oncrawl, Lumar Analytics & Visualization: Adobe Analytics, Google Analytics, Excel, Tableau GenAI Tools & Features: ChatGPT, Gemini, CoPilot, Jasper, Firefly, Getty Programming & Scripting: HTML, CSS, XML, JavaScript, SQL, Python, R CMS Platforms: Adobe Experience Manager (AEM), WordPress Project Management: Agile, Jira, Rally, Workfront, Smartsheet, SharePoint, Miro

-----PROFESSIONAL EXPERIENCE-----

Director of Integrated Search and Programmatic Display, Cisco | Remote Nov 2022 - Present

Previous Roles (Director of Integrated Search)

Responsibility: In my current role I develop integrated programs across SEO, SEM, and Programmatic Display in support of Cisco's ABM and campaign-led go to market strategy to increase awareness of Cisco solutions and drive pipeline growth.

Outcome: Increased SEM direct pipeline contribution 71% YoY and improved Programmatic ROI by 32% YoY. Was the Q1 FY25 Cisco Marketing Legendary Leader Award finalist for leading the transformation of Cisco's Organic and Paid search practice into an agile, global, in-house team.

- Hire, develop, and lead a team of high-performing digital marketing experts.
- Coordinate efforts across business units and acquisitions to mitigate overlap across SEO and SEM.
- Define strategies for **integrating SEO insights into SEM keyword** selection and ad copy optimization.
- Identified tactics to **integrate SEO insights into Programmatic** audience targeting and custom private marketplace publishers (PMP) to improve account targeting and maximize ad spend.
- Sit on the Marketing GenAI Innovation Catalyst team to identify use cases, technology, and design solutions that incorporate Generative AI tools like ChatGPT into SEO and SEM workflows.
- Led the FY23 In-House transformation across SEM and Programmatic.
- Led the FY24 transformation of Media's ABM strategy.

Responsibility: Spearheaded the global Cisco.com Reimagined website transformation for designing SEO-led experiences in support of Cisco's SaaS transformation. This included moving the CMS, redesigning the website, developing a new IA, URL structure, and taxonomy, as well as an innovative approach to the content strategy with the goal to increase brand awareness, engagement, and software demand generated from Cisco.com.

Outcome: \$21M of Earned Media Value annually from Organic Search for non-brand terms. 35% YoY increase in avg. QSO deal size and 27% increase in direct pipeline from Organic Search referrals.

- For six months, led the Cisco.com web team during massive changes in marketing's leadership.
- Hired and managed a team of SEOs, Tech SEO & UX Design, content designers, writers, and editors.
- Developed page templates, user journeys, touch point strategies, and personalization informed by SEO.
- Adopting Agile methodology, worked in multiple cross-functional scrum teams that included UX, IT, Publishing, Product Marketing, Brand, Analytics, Social, and Paid Media to prioritize SEO and web issues.
- Defined OKRs and KPIs. Aggregated and analyzed data across SEO, Web, and Sales to identify opportunities to conduct A/B testing with the content, UX design, and developer teams.
- Designed a proprietary SEO bookmarklet leveraging first-party data to provide instant SEO insights for stakeholders across the organization.
- Developed and conducted search intent modeling research that Product Marketing teams used to identify audience pain points, informing prioritization of use cases and features in the product development roadmap.
- Defined a Center of Excellence to evangelize and scale SEO including a company-wide SEO training series.
- Ongoing research and testing plans based on latest algorithm changes and updates to search features.
- Developed SEO PoVs to keep leaders and stakeholders abreast of everchanging search landscape.

Responsibility: Led the Technical SEO practice and managed a team of SEO experts. Served as the company's thought leader for Technical SEO supporting key clients including *Thomson Reuters, Intel, IBM, Nestlé, and DuPont*.

- Hired, managed, and trained a team of Technical SEO experts.
- Evaluated and selected preferred toolsets for investigating technical issues.
- Standardized the technical audit workflow process and maintained documentation based on A/B testing and changes in the search landscape.
- Provided customized recommendations for SEO-friendly Information Architecture, Sitemap, UX/Design, Page Speed, and Mobile Friendliness websites.
- Performed technical audits on large-scale websites. Identified enhancements, bugs and fixes, and tracked issues through client ticketing systems.
- Aligned prioritized recommendations based on impact, effort, and client resources.
- Developed International SEO strategies for global sites focused on site optimization to ensure local indexing of local content.
- Evangelized SEO best practices and challenged assumptions with client-specific use cases and data.

Responsibility: Led the SEO practice, defined the strategic direction and managed the team of SEOs, developers, and vendors. Supported key clients including *Capital One, Shopzilla, and Kaiser Permanente*.

- Defined content strategies using Keyword Research, Technical SEO, and Cross-Linking to increase website performance.
- Provided on-page content recommendations to improve relevancy.
- Managed Yahoo! Paid Inclusion XML data feeds.
- Develop dashboard reporting and analysis for QBRs with stakeholders and leadership.
- Served as the company's SEO thought leader providing training on best practices and supporting the sales team with business development.

-----EDUCATION-----

BS, Data Management & Analytics, Western Governors University | Salt Lake, UT (2017-2020)

AAS, Civil Engineering Technology, Portland Community College | Portland, OR (1994-1997)

-----CERTIFICATIONS-----

Data Literacy, Cisco Green Bult
Gen AI, Cisco Green Belt

BrightEdge Certification
Google Adwords Certified Professional

CompTIA A+
CompTIA Network+
CompTIA Project+

-----INDUSTRY ACHIEVEMENTS-----

COMPANY RECOGNITIONS

Cisco Legendary Leader Award (Finalist) – FY25
Cisco Reimagined Change Leadership Award – FY24
Cisco Impact Spotlight Award – FY21
Cisco Business Impact Award – FY20 & FY21
Acxiom Rockstar Services Award - 2017

INDUSTRY AWARDS

BrightEdge Edgie Digital Marketer 2022 Winner
BrightEdge Edgie SEO Evangelist 2021 Finalist
International Search Summit Best Speaker 2019 Winner

INDUSTRY SPEAKER

BrightEdge Share23

AI and SEO: Charting The New Frontier of Digital Marketing

Participated in a panel discussion on how AI is transforming user behavior and marketer workflows.

Recording: <https://www.brightedge.com/share23-insights-panel>

SEMPdx Engage Marketing 2020

Moving Up the Search Maturity Curve: Becoming an SEO Native Organization

As I moved from agency to in-house, I shared my own professional journey and how I transformed Cisco's SEO practice from a tactic to a strategic initiative.

Write-up: <https://www.sempdx.org/blog/in-seo-the-customer-is-always-first/>

International Search Summit 2019

Scaling International SEO in a Decentralized World

Share how I embed SEO requirements into the localization process to scale optimization across Cisco's 49 country language sites.

Recording: <https://webcertain.com/site/knowhowamp/scaling-international-seo-in-a-decentralised-world/kb4855>

Wrap-up video: <https://www.youtube.com/watch?v=CpKZb3pyK7k>