





LAUREN PORTEE

CONTACT INFO

-  602-580-3040 (Feel free to text!)
-  portee.lauren@gmail.com
-  [Click here for my portfolio drive](#)
-  Mesa, AZ

SKILLS

- Search Engine Optimization (SEO)
- Generative Engine / Large Language Model Optimization (GEO/LLMO)
- Keyword Research, Content Planning/Scheduling
- Local SEO
- AI Content Optimization / Blogs / Content Strategy / Content Marketing
- WordPress Website Design
- UX Design / UX Research
- Search Engine Marketing
- Web Analytics
- Growth Strategies
- Social Media Marketing / Design / PPC Management
- Market Research / Competitor Analysis
- Digital Media Strategy

CERTIFICATIONS

Google
AI Essentials

Certificate of Completion

[GOOGLE AI ESSENTIALS](#)

Google

[SEARCH ENGINE OPTIMIZATION AND CONTENT MARKETING](#)

IBM

[GENERATIVE AI FOR SEO: BE THE #1 ANSWER IN AI SEARCH](#)

Skillbooster Academy

[GENAI FOR SEO: A HANDS-ON PLAYBOOK](#)

IBM

A BIT ABOUT ME

With six years of experience in SEO and web design, I'm ready to help you build an online presence that speaks to both search engines and human minds. I enjoy being involved in all aspects of building an online presence, from digital marketing and UX design to technical SEO and PPC Ads. You name it, and I bet I can do it. Let's get to work.

EXPERIENCE

WEBSITE LIAISON

Cambridge Investment Research

2024 - Present

I manage a portfolio of over 200 websites, overseeing the full lifecycle of site health from initial design using WordPress and Divi Builder to ongoing maintenance and plugin troubleshooting. Beyond fulfilling technical revisions and managing blog content with a strict 48-hour turnaround, I am currently spearheading the firm's SEO service offering. In this leadership capacity, I guide the team through the implementation of SEO best practices, standardizing processes to improve search visibility and digital performance across our entire network of sites.

DIGITAL MARKETING MANAGER

Newfold Digital (Bluehost, Ipage, HostGator)

2022 - 2023

Managed end-to-end digital strategies for a global client base, specializing in technical SEO and content optimization to drive organic growth. I led SEO strategy development, performing deep keyword research and on-page optimizations while designing high-conversion landing pages and social media campaigns. By merging technical site troubleshooting with data-driven performance reviews via Salesforce and Zendesk, I provided expert consultation that successfully retained high-value accounts and scaled their online presence.

WEBSITE DESIGNER

Endurance International (Acquired by Newfold Digital)

2020 - 2022

Delivered professional, SEO-ready WordPress solutions using Elementor Pro and WP Bakery for a diverse book of business. I prioritized user experience (UX) and conversion rate optimization (CRO), ensuring all designs met strict technical SEO standards and 7-day turnaround windows. Beyond technical execution, I served as a design lead, assisting the team with new software implementations and managing complex client escalations to ensure high satisfaction and project success.

