

United States Jobs Expertini®

Sr. Analyst, SEO

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Company: KINESSO

Location: New York

Category: other-general

Business Overview

Reprise is among the media industry's fastest growing digital agencies servicing Fortune 500 brands -thanks to our culture of innovation, excellence, personal growth, and fun. As the global performance marketing agency of IPG Mediabrand, we are obsessed with Customer Flow, the continuous movement of customers along the path to purchase. Our purpose is to help brands build and accelerate Customer Flow, and we offer deep expertise in digital crafts required to move customers along that journey.

Position Summary

In this role you will be responsible for helping Reprise clients improve their visibility in organic search results. The senior analyst will contribute strategic SEO recommendations to clients. Applicants will be expected to be regularly client-facing. Candidates must have a strong grasp of core search techniques such as content strategy and technical analysis. The senior analyst must understand client goals and the SEO strategy and incorporate them into the appropriate SEO tactics. This role involves a great deal of collaboration with design, development, social media, and search engine marketing (SEM) teams.

Responsibilities

Provide SEO reports with little to no oversight, inclusive of data pulling, analysis, insights, and presentations

Lead technical site analysis, competitive analysis, and content audits

Audit website to create technical, creative, and CRO recommendations to improve organic visibility and on-site engagement, with brand priorities & goals in mind

Prioritize tasks based on their likely effectiveness and ability to be implemented

Present findings and back up recommendations with hard data

Identify problems and form solutions for problems that can arise in reporting

Develop content recommendations and technical analysis presentations

Support marketing in the development of SEO case studies, white papers, blog posts, POV etc.

Work with creative and development teams to ensure proper implementation of SEO recommendations

Translate clients' business goals and marketing objectives into successful search engine optimization strategies

Decide upon final keyword lists with minimal supervision

Understand a variety of SEO/SEM tool sets and be able to delineate when to use one vs another. Additionally, develop opinions on tools, their uses, and their pitfalls

Build technical SEO acumen with ability to speak to and identify solutions to common SEO issues

Collaborate with social, SEM, and offline marketing teams to implement SEO tactics designed to meet client's marketing goals

Present new tools and summarize industry articles to the internal team

Required Skills & Experience

2+ years of experience in SEO or relevant function, i.e., SEM

Familiar with multiple keyword research, reporting, and link building tools

Understanding of why certain search results appear for various keywords

Expertise with technical SEO tools such as Ahrefs, Screaming Frog, and Lumar or similar tools.

Comfortable with platforms including Adobe Analytics or Google Analytics

Expertise with Microsoft Excel, Word, and PowerPoint

Excellent research, writing, and presentation skills with an attention to detail

Innovative thinker, intuitive learner, with ability to quickly find solutions in fast-moving industry

Reprise does not require candidates to have a college degree

Desired Skills & Experience

Ability to multitask and handle other duties as assigned.

Understanding of basic web development technologies with an understanding of HTML

Knowledge of local SEO, mobile SEO, and social media optimization (SMO) concepts

Knowledge of eCommerce SEO concepts

Ability to develop interpersonal relationships across client and team

Experience with project management tools is a plus

We See You

We embrace diversity, and our responsibility to maintain an inclusive environment is core to our culture and values. We see diversity of people and experiences as fuel for creativity and innovation needed to bring about the best experiences and services. A diverse workforce means we can grow together, be better problem solvers, and bring about long-term, meaningful change where we will achieve above and beyond our business goals. We are better together..

When you join Mediabrands, you join a global community and are valued for who you are – your lived experiences, the contributions you make, and the distinct perspectives you

bring. Here, what you think and who you are is just as important as what you do. As we recruit, we are dedicated to looking beyond what a resume can show. If you think you'd be a great addition to the team but don't have the exact experience or skills, we encourage you to apply and share your unique background with us. We see you at Mediabrands.

Wage and Benefits

We offer a Total Rewards package that includes medical and dental coverage, 401(k) plans, flex spending, life insurance, disability, employee discount program, employee stock purchase program and paid family benefits to support you and your family. To give you the ability to better meet your personal needs, and in support of your physical and emotional well-being, you will receive discretionary time off days and company-wide Appreciation Weeks and Wellness Days.

We also offer a competitive Total Compensation package, including a competitive salary and eligibility for an annual discretionary incentive award or a relevant incentive award.

The salary range for this position is posted below. Where an employee or prospective employee is paid within this range will depend on, among other factors, actual ranges for current/former employees in the subject position, market considerations, budgetary considerations, tenure and standing with the Company (applicable to current employees), as well as the employee's/applicant's skill set, level of experience, and qualifications.

Employment Transparency

It is the policy of Mediabrands, division of the Interpublic group, to provide equal employment opportunities to all employees and applicants for employment without regard to race, color, ethnicity, gender, age, religion, creed, national origin, sexual orientation, gender identity, marital status, citizenship, genetic information, veteran status, disability, or any other basis prohibited by applicable federal, state, or local law.

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties, or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without notice.

The employer will make reasonable accommodations in compliance with the American with Disabilities Act of 1990. The job description will be reviewed periodically as duties and responsibilities change with business necessity. Essential and other job functions are subject to modification. Reasonable accommodations may be provided to enable individuals with

disabilities to perform the essential functions.

For applicants to jobs in the United States: In compliance with the current Americans with Disabilities Act and state and local laws, if you have a disability and would like to request an accommodation to apply for a position with Mediabrands, please email accommodation@mbww.com.

About Mediabrands

IPG Mediabrands is the media and marketing solutions division of Interpublic Group (NYSE: IPG). Mediabrands manages approximately \$40 billion in marketing investment globally on behalf of its clients and provides strategic services and solutions across its award-winning, full-service agency networks UM and Initiative and through its innovative marketing specialist companies Reprise, Magna, Orion, Rapport, Healix, Mediabrands Content Studio and the IPG Media Lab. Mediabrands clients include many of the world's most recognizable and iconic brands from a broad portfolio of industry sectors. The company employs more than 13,000 marketing experts in more than 130 countries representing the full diversity of humanity. For more information, please visit our website: www.ipgmediabrands.com.

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