

LogMeIn

Feb. 2017 - Present

Head of SEO

- Responsible for global SEO strategy and alignment for all (12) products as well as team development, and marketing org education around SEO
- Building and leading SEO-focused KPI reporting across the organization
- Scoping global SEO opportunity and developing growth models
- Aligning organic and paid search efforts across the organization
- Leading and empowering 6 SEO team members to succeed

Grasshopper/Citrix

Sep. 2012 - Jan. 2017

Group Manager, Search Marketing

- Responsible for SEO, Content and PPC strategy and execution for Grasshopper & GoTo products
- Scaled team from 1 to 8
- Increased organic non-brand signups by 10x over 3 years
- Increased organic product-specific traffic by 7x over 3 years
- Increased PPC non-brand signups by 41% while restricting CPA increase to 11%
- Developed resource center with traffic increase of 20x in 2 years
- Managed three successful site migrations
- Successfully recovered from manual link spam penalty
- Developed internal content team
- Managed all online go to market testing between Grasshopper and Citrix during acquisition
- Awarded Marketer of the Year by Citrix for 2015
- Presented on SEO at ClickZ Live Chicago, 2015

BuyerZone.com

Jan. 2012 - Sep. 2012

Senior SEO Analyst

- Developed new SEO strategies and plans to grow traffic and revenue
- Managed all technical SEO issues and coordinated with Tech teams
- Lead SEO efforts for sister-company; built and implemented strategies
- Managed in-house link builder and in-house SEO specialist
- Performed audits on web sites (SEO, technical, conversion)
- Built SEO reporting dashboards for company and team

BuyerZone.com

May 2009 - Jan. 2012

SEO Specialist

- Lead link building strategy that lead to 25%+ improvement in RFQs
- Managed BuyerZone Local Directory (3 million pages)

Skills & Tools

Adobe Analytics
BrightEdge
BrightSpot CMS
Competitive Analysis
Conductor
Content Strategy
Conversion Optimization
Google AdWords
Google Analytics
HTML & CSS
Keyword/Topic Research
Leadership
Link Earning
Reporting & Analysis
Screaming Frog
SEMrush
Tableau
Technical SEO
Search Console
Sitecore CMS
Strategic Planning

Education

Johnson & Wales Univ.
BS, Web Management &
E-Commerce
2004 – 2008

Location

Boston, MA 02210

Connect

www.matthewkoulas.com
mattkoulas@gmail.com
[@mattkoulas](#)
[LinkedIn](#)