

# Ryan Cordoni

🌟 Growth Architect & SEO Wiz

📞 604.704.4684 ✉️ hello@ryancordoni.me

👜 Portfolio Website 👤 LinkedIn Profile

Hi 🙌 I'm Ryan: **Growth Architect & SEO Wizard** with polished **Content Marketing Skills**.

- ↓
- Strategic Planning
  - Leadership & Collaboration
  - Project Management
  - Branding & Messaging

☑️ 8 years!

- ↓
- Keyword Research
  - SEO Planning
  - Content Optimization
  - Analytics & Reporting

☑️ 15 years!

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- Content Strategy
  - SEO & Email Writing
  - Audience Research
  - Content Promotion

☑️ 15 years!

## Work History

### Growth Manager - Strategy 11 (Formidable Forms)

Remote - Utah, United States ( May 2022 – May 2023 ) | [WordPress SaaS](#)

- **Growth Architect:** Strategic Planning, Team Leadership (4 Members), Project Management
- **SEO Wizardry:** SEO Planning, Keyword Research, Content Optimization, Analytics
- **Content Marketing:** Content Strategy, SEO & Email Writing, Audience Research

#### Highlighted Achievements

- Content strategy grew traffic by 32% & increase revenue by 25% YOY.
- Managed a team of 4 content creators, guiding them to produce SEO content that ranks.
- Resurrected latent email campaigns, increasing open rates by 53% to an avg of 31% per email.

### Content Marketing Manager - Loop Returns

Remote - Columbus, Ohio ( June 2021 – December 2021 ) | [Ecommerce SaaS](#)

- **Growth Architect:** Strategic Planning, Project Management, Branding & Messaging
- **SEO Wizardry:** Keyword research, Analytics, SEO Planning
- **Content Marketing:** Content Strategy, SEO & Email Writing, Audience Research

#### Highlighted Achievements

- SEO & content marketing efforts increased organic traffic by over 250% in a single quarter.
- 70% of articles written ranked in the top 3 for highest value target keywords.
- Increased avg time on page by 70%+ over Q2 & another 30%+ over Q3.

### Content Team Lead - Strategy 11 (Formidable Forms)

Remote - Utah, United States ( Jan 2020 – April 2021 ) | [WordPress SaaS](#)

- **Growth Architect:** Strategic Planning, Team Leadership (1 Member), Project Management
- **SEO Wizardry:** SEO Planning, Keyword Research, Content Optimization, Analytics
- **Content Marketing:** Content Strategy, SEO & Email Writing, Audience Research

#### Highlighted Achievements

- Got Formidableforms.com to page 1 for target keywords with content-driven domain SEO strategy.
- 75% of articles written have landed on page 1 of Google for the main target keywords.
- Planned & created content that grew traffic 25% & contributed to revenue growth of 20% YOY.

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## Marketing Team Lead - Cruise Connections Canada

Vancouver, Canada ( Sep 2018 – Nov 2019 ) | [Travel E-Commerce](#)

- **Growth Architect:** Strategic Planning, Team Leadership (2 Members), Project Management
- **SEO Wizardry:** Local SEO, Keyword Research, SEO Planning
- **Content Marketing:** Content Strategy, Email Writing, Email Design, Audience Research

### Highlighted Achievements

- Generated 45+ million in revenue via email primarily, with digital ads and social supporting.
- Grew email list by 8000+ subscribers in 1 year using online contests & on-site lead capture.
- Increased qualified leads by 250% over the previous year.

[Full work history on LinkedIn](#) →

## Software & Tools

### Digital Marketing

- ★ ★ ★ ★ ★ Ahrefs
- ★ ★ ★ ★ ★ Asana
- ★ ★ ★ ★ ★ Google Analytics
- ★ ★ ★ ★ ★ Hubspot
- ★ ★ ★ ★ ★ Semrush

### Content Creation

- ★ ★ ★ ★ ★ Ableton Live (Audio)
- ★ ★ ★ ★ ★ Adobe Creative Suite
- ★ ★ ★ ★ ★ Canva
- ★ ★ ★ ★ ★ Figma
- ★ ★ ★ ★ ★ Google Docs

### Automation & Web

- ★ ★ ★ ★ ★ ActiveCampaign
- ★ ★ ★ ★ ★ Buffer
- ★ ★ ★ ★ ★ Slack
- ★ ★ ★ ★ ★ WordPress
- ★ ★ ★ ★ ★ Zapier

## Education

### College

Marketing Management Diploma of Technology  
[British Columbia Institute of Technology / 2007](#)

Graphic Design Associate Degree  
[Sessions School of Design / 2008](#)

## Certifications & Courses

✦ Click to view the certificate

Digital Marketing Certificate ✦  
[Google / 2019](#)

Email Marketing Certificate ✦  
[Hubspot Academy / 2019](#)

Unbounce Landing Page Course  
[Unbounce / 2019](#)

Digital Marketing Learning Path ✦  
[LinkedIn Learning / 2018](#)

Google Analytics Certificate ✦  
[Google / 2016 - 2019](#)

Content Marketing Certificate ✦  
[Hubspot Academy / 2019](#)

Social Media Advertising  
[Learn with Buffer / 2019](#)

Content Strategist Learning Path ✦  
[LinkedIn Learning / 2018](#)

SEO Fundamentals Certificate ✦  
[SEMrush Academy / 2019](#)

Growth-Driven Design Certificate ✦  
[Hubspot Academy / 2019](#)

Marketing With Ahrefs  
[Ahrefs Academy / 2019](#)

Graphic Design Learning Path ✦  
[LinkedIn Learning / 2018](#)