

Founded in 2001, Morpheus Media – A CREATETHE GROUP COMPANY - is a full-service provider of interactive marketing solutions to Fortune 500 companies and those aspiring to land on that list. Morpheus delivers top-performing accountable creative marketing strategies including interactive media planning and execution, keyword search marketing, and building comprehensive online media mix strategies for established brands. Complementing its robust search and display services, Morpheus also offers best-of-breed SEO to augment client search results, and skillful Social Media Optimization to allow brands to not only participate in, but to lead the online conversation. Its teams provide tailored cross-platform marketing plans bridging the gap between creativity and strategy amid a dynamic and ever-evolving marketplace. Details are available at [www.morpheusmedia.com](http://www.morpheusmedia.com).

**Specialties:** Digital Strategy, Online Display Media, Paid Search, SEM, SEO, Organic Search, Natural Search, Social Strategies, SMO

Senior SEO Strategist

Reports To: SEO Manager/AD, SEO & Emerging Technologies

Oversees: SEO Strategist, Associate SEO Strategist

**Role Responsibilities:**

- Ability to present and articulate advanced SEO strategies
- Executive level client presentations
- Coordinate and chair client discovery meetings, as well as, run and manage client calls as assigned by the AD
- Oversight of all client and client team SEO activities
- Manage project workflow and deliverable review process
- Facilitate training and development for strategist and involvement in setting strategist goals and oversight of goal progress as related to SEO
- Prioritization of client team projects and delegation of client deliverables
- Lead by example to strategist and associate level and attend all team meetings and actively contribute
- Creation of process and procedures to increase productivity and effectively manage client load
- Facilitate strategist in becoming more efficient in work-flow and productivity
- Manage client deliverable schedule and calendars
- Develop analyses that lead to optimization recommendations and new strategies
- Generation of complete client SEO strategy. Includes:
  - Long and term strategy
  - Milestones, SEO goals, deliverables etc
  - “Big” idea generation
- Creation of executive level presentations and strategies and client specific reporting templates
- Remain up-to-date on industry news that can impact clients

**Role Abilities:**

- Demonstrate advanced professionalism, resourcefulness and the initiative to lead advanced projects
- Ability to communicate on a high level, maintain strong client relationships , adapt to change, multi-task
- Strong client and team leadership qualities
- Ability to be an advanced technical/discipline leader and manage client relations without direct manager/AD level involvement
- Strong organizational skills, attention to details, and project management ability
- Ability to research SEO issues and formulate solutions
- Ability to translate client goals into actionable SEO strategy and to draw critical analysis from data and make specific recommendations
- Adaptive to change strategies and recommendations based on data sets
- Ability to cross pollinate ideas & strategy from disciplines, other teams, or clients
- Ability to gauge impact and create strategies around algorithm changes or new features
- Strategic understanding (so how to apply to different clients) of higher level SEO concepts, such as link building strategies and tactics
  - Including IA structure, on site elements, sitemaps, redirects, crawlability, URLs,
- Strategic understanding of link building and generation of quality link targets
- Complete understanding of all SEO tool sets based on client setup
  - For example: AWR, Raven, Google Analytics, Webmaster Tools, Omniture
- Awareness of third party vendors – developers, creative agencies, CMS platforms – for client recommendation
- Thorough understanding of search engine algorithms and mastery of all “basic SEO” concepts

**Requirements:**

- Minimum 2 years direct SEO experience
- Minimum 1-2 years direct management experience
- Must be authorized to work in the US