

JO TOADER

SEO & CONTENT MARKETING

ABOUT ME

Data-driven professional with strong technical SEO knowledge and experience in blogger relations, content development and seeding and PR practices.

Currently focusing on SEO and Content within the Marketing department at Boohoo, in charge of the US market: reporting on channel performance, identifying website issues and co-ordinating with other teams to implement changes.

Greatest achievement to date is creating Wayfair UK's most successful linkbait campaign, which gained more than 100 unique backlinks. Features include the LA Times, Associated Press, Condé Nast Traveler, Get Surrey, Britain Magazine and many other US and UK news outlets via AP syndication.

GET IN TOUCH



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LOCATION
London

SOCIAL MEDIA



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SKILLS

PROFESSIONAL

SEO
Content Marketing
Writing
Public Relations
Research & Analysis
Photography
Organic Social

TECHNICAL

AHREFS, AWR, Screaming Frog, SEMrush, Excel
CMS: Wordpress, Magento, Demandware, Styla
Google Search Console, Analytics, Keyword Planner
Goog understanding of HTML, CSS, JavaScript, PHP
Good knoweldge of C++
A/B testing
Agile project management



EXPERIENCE

LONDON UK

09/2016
to
present

Boohoo.com SEO & CONTENT MARKETING

- Delivering weekly channel performance and ranking reports
- Creating keyword seasonality analyses to identify trends, match customer intent and inform strategy
- Investigating on-site technical, user experience or content-related issues that affect metrics and working together with the technical SEO lead to implement solutions
- Reporting and supporting on post-migration recovery
- Identifying opportunities to create new pages to increase traffic
- Keyword mapping
- Providing on-site support on other markets as required (eg: Nasty Gal, Boohoo UK and Boohoo AU)
- Monitoring competitor performance and tactics
- Writing on-page SEO copy and optimising meta data
- Liaising with other teams and/or brands for collaborations
- Planning and managing blogger campaigns, prospecting and outreach

LONDON UK

09/2015
to
09/2016

Wayfair.co.uk SEO & CREATIVE CONTENT

- Linkbait campaigns: researched and developed content, monitored performance and evaluated project results
- Content marketing: outreached to bloggers, marketers, journalists
- Blogger campaigns: development, prospecting and outreach
- Wrote original content for the Wayfair blog and SEO long-form copy for category and product pages
- Created and managed a database of blogger and journalist relationships, as well as a detailed overview of backlinks
- Assisted the Head of EU SEO with reporting and ad-hoc tasks
- Served as an SEO point of contact for the UK site
- Projects include infographics and handy resources, as well as a map of Downton Abbey filming locations - Wayfair's most successful linkbait campaign, with 100+ unique backlinks, high-profile media features and 2.6k+ social shares

WUPPERTAL GERMANY

06/2015
to
09/2015

BRICOFLOR UK SEO

- Advised on improving site structure and internal linking
- Launched project to minimise duplicate content sitewide
- Optimised SEO on-page copy and meta data and developed templates for the rest of the team to use

DÜSSELDORF GERMANY

07/2014
to
01/2015

trivago WEB CONTENT (IMAGES)

- QA, research & analysis for photo & database management algorithms
- Managed internal communications for Images department
- Hotel photo project: organised 85 photo shoots across Germany



EDUCATION

ABERYSTWYTH
WALES / UK
09/2011 - 06/2014

MEDIA & COMMUNICATION
BACHELOR OF ARTS (FIRST CLASS HONOURS)

BUCHAREST
ROMANIA
09/2007 - 05/2011

MATHEMATICS & COMPUTER SCIENCE (C++)
ROMANIAN BACCALAUREATE (89%)