

# Brett Bastello

1648 Diamond Street / San Diego, CA 92109

brett@brettbastello.com / 973-598-5371

<https://brettbastello.com/>

Telling actionable stories through data.

## EDUCATION

**University of Pittsburgh // Pittsburgh, PA — BSBA, Marketing**

2007 - 2011

## SKILLS

SEO Strategy · Content Marketing · Google Analytics · Technical SEO · WordPress · Reporting & Forecasting · Microsoft Excel · Looker Studio · Conversion Rate Optimization · A/B Testing · Web Development · Python · Domo · ChatGPT/Generative AI

## EXPERIENCE

**Live Nation Entertainment // Los Angeles, CA — SEO Content Manager**

November 2021 - Current

- Owner of SEO content initiatives on Ticketmaster blog, developing and implementing an editorial and production strategy which generated a +300% increase in clicks YoY in two years
- Work with Product and Operations teams to develop and iterate page templates to ensure adherence to SEO best practices
- Manage a \$200K annual content budget and a team of remote freelancers to drive channel performance, test and report on SEO hypotheses, and support brand and client messaging
- Collaborate cross-departmentally on core client landing pages, unlocking SEO opportunities leading to increased channel visibility, traffic, and revenue
- Craft SQL queries, develop ETLs, and design dashboards circulated to senior leadership and category managers to conduct ad-hoc analysis and monthly reporting

**Wunderman Thompson // Memphis, TN — Head of Off-site SEO**

August 2020 - November 2021

- Hired to develop and govern a successful off-site SEO discipline. Managed and oversaw strategy on 8+ accounts contributing \$360K in annual revenue across multiple employees and direct reports.
- Assigned SEO Lead on the Memphis office's largest account and a top 20 account for all of North America. After four months of working with the client, they went from decreasing their SEO budget to increasing by 33% based on the rapport and results my team and I were able to deliver.
- Conceptualize, develop, and manage internal reporting processes with an emphasis on data analysis to improve operating efficiencies and client results.

**Biproxi // San Diego, CA — Performance Marketing Manager**

August 2019 - April 2020

- Automated the internal reporting process via dashboards which were distributed among the C-Suite & Executive Team
- Created SEO forecasts and monetization strategies which aided in the \$2MM acquisition of a 5.5 million page domain
- Conceptualized, built, and managed PPC campaigns which consistently met target SQLs while meeting CPL metrics and target budgets as defined by management
- Leveraged the sales database to build customized retargeting campaigns to increase brand awareness and drive first time customers
- Worked with UI/UX specialist to conceptualize and implement A/B tests via Google Optimize

**Neil Patel Digital // San Diego, CA — Earned Media Lead**

February 2019 - August 2019

- Drove SEO strategy across 8 – 10 accounts totaling \$1.5MM+ in annual revenue while working proactively with Account Managers and other stakeholders to identify strategy pivots needed to best achieve client goals
- Organized data-driven strategic insights into digestible and actionable recommendations for clients, including but not limited to monthly reports, competitor analysis reports, content gap analyses, etc.

- Formulated and evolved client stories on progress, obstacles, and wins for monthly reporting and QBRs
- Led client calls and act as primary POC for ad-hoc SEO requests and inquiries
- Collaborated with the Sales team on RFPs and pitch decks for enterprise level clients to successfully communicate high level, data-driven SEO strategies & lay the foundation to successful partnerships

### **Inseev Interactive // San Diego, CA — SEO Lead**

October 2017 - January 2019

- Lead SEO strategist for 10+ accounts, effectively managing \$1MM+ in annual SEO spend to create monthly service mixes strategically tailored to drive channel revenue
- Project Manager for 20+ simultaneous projects, collaborating with departments of all customer touchpoints
- Expertise in conducting technical website checks; monitoring log files & indexation reports, performing crawl analyses, and maintaining XML/HTML sitemaps

### **Inseev Interactive // San Diego, CA — Off-Site SEO Manager**

November 2013 - October 2017

- Responsible for the hiring, managing, and delegation of work amongst a team of 10+ in-house employees and a global team of freelance writers and journalists
- Simultaneously conceptualized, implemented, and analyzed various link building campaigns across multiple clients spanning a diverse set of niche industries while consistently meeting and/or exceeding all monthly quotas
- Conceptualized processes and created internal and external process flow documentation