



Jennifer King

Award-winning Scottish executive & SEO Specialist

Austin, TX, United States
(512)-529-7074 · jen@jenniferking.me

↪ [More information, LinkedIn](#)

SEO Skills

Wordpress

GA4

Google Search Console

Moz

Screaming Frog

Ahrefs

On Page Optimization

Technical SEO

Digital PR & Link Building

Keyword Content Planning

Analysis & Reporting

Client Account Management

Interests

Motorsports

Road Travel

National Parks

Writing & Creative Projects

Profile

I worked in SEO and Business Development in the UK for 15 years before I moved to the US to be with my husband. After immigration, I took 1 year sabbatical and I am now looking forward to joining the workforce again.

To read more of my story, click the link under my picture.

Ranked in the top 1% of SEOs on LinkedIn in 2023.

- Agency and small business experience

Licences & Certifications

SEO Essentials, Moz

Technical SEO, Moz

GA4, Google

Digital Marketing, Hubspot

Employment History

SEO Manager (Contract), Jennifer King, Austin, TX

August 2021 – September 2023

Working on a contractual basis, I delivered an SEO Management package which included Technical (inc. page speed and Schema Markup), On Page (inc. keyword and content optimization, Meta Data and internal links) and Off Page (inc. Backlinks and online reputation management).

I served some clients some clients in my UK/Europe/US portfolio for over 10 years.

Skills: Marketing Strategy · Content Planning · Search Engine Optimization (SEO) · Data Analysis · Keyword Research · Google Analytics · Project Management

Search Marketing Agency Director, Antelope Agency, London, UK

March 2017 – August 2021

I founded Antelope in 2017 and fulfilled the Managing Director role while applying my expertise to support all projects.

Skills: Marketing Strategy · Search Engine Marketing (SEM) · Search Engine Optimization (SEO) · Business Planning · People Management · Keyword Research · Google Analytics · Business Process Improvement

Search Marketing Manager & Business Development Lead, Accounts and Legal, London, UK

November 2013 – March 2017

I was part of the team that took this small agency from unseen online, to ranking higher than Deloitte and KPMG for the term 'accountants in London'. As a result we were able to scale the agency to over £1mil in less than 3 years. I was responsible for all facets of the firm's digital marketing campaign and management of the business development team.

- **Skills:** Marketing Strategy · Search Engine Marketing (SEM) · Search Engine Optimization (SEO) · Content Management · Keyword Research · Google Analytics · Link Building Campaigns · Team Management

Retail Website Founder and Manager, Rumer

After working in administrative and data analysis roles, Rumer was my entry point into the world of digital marketing. It was an online retail enterprise which earned me, at 23 years old, the title of Princes Trust Young Entrepreneur of the Year. Thanks to SEO, I scaled it to have a global presence, before deciding to proceed into the world of search marketing and business development.

- **Skills:** Marketing · Search Engine Marketing (SEM) · Search Engine Optimization (SEO) · Google Analytics · Team Management · Creative Work · Entrepreneurship

References

References available upon request