

# Dave Thomas

719 9<sup>th</sup> Avenue Apt 2R, New York, NY 10019 | 724.987.2838 | dkthomas11@gmail.com

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## Experience

### 2014 - 2026 | dentsuX/iProspect & Merkle/Rimm-Kaufman Group

*International digital marketing, advertising, technology, and media agencies*

#### Senior SEO Director ← Director ← Associate Director (2021 - 2026)

- Directed a team of 7 associate directors, managers, and specialists across 10+ client accounts in retail, travel, finance, and local, including Fortune 500 companies
- Owned \$1.4M in organic account revenue in 2025
- Created & reviewed delivery & templates for Large Language Model Optimization and AIO services
- Ran and supported 10+ new business pitches for SEO engagements and 8 upsells including LLMO
- Executed strategy & project roadmapping for deliverable-based and retainer engagement models
- Supported the SEO team with interviews, hiring, allocations, client assignment, and client margins
- Collaborated with paid, media, analytics, development, and client services for QBRs & yearly planning
- Exemplified the company culture of data-driven planning backed by exquisite client service
- Highlighted opportunity during executive annual strategy meeting to improve page indexation leading to +152K clicks (9% of organic total) and +9.2M impressions (6% of organic total) in 2025

#### Senior SEO Account Manager ← Manager ← Associate Manager (2017 - 2021)

- Managed a team of 3 specialists and 7+ clients in retail, travel, news, and finance
- Technical SEO tools development project planning and JIRA ticket prioritizer
- Co-wrote whitepaper on the Mobile-First Index & led trainings on schema, mobile, and reporting
- UVA McIntire School of Commerce Guest Speaker
- Improved YoY hotel organic clicks +67% and revenue +73% during peak spring break season 2019

#### Senior SEO Specialist ← Specialist (2014 - 2017)

- Managed client communication and audited client websites for 13+ organic search accounts
- Led the SEO Digital Bowl team for 2 years resulting in a Super Bowl advertiser engagement
  - Silver Stevie Winner Branded Content Campaign of the Year & Merkle Cool Sh\*t Award 2016
- Improved seasonal category pages' organic sessions by 36%, revenue by 51%, total keywords by 125%, and 1<sup>st</sup> page keywords by 259% for an ecommerce client over 1 year

### 2011 - 2014 | Vibethink

*Start-up agency specializing in marketing, design, and web development*

#### Product Owner & Marketing Strategist

- Led teams of 2-5 marketers, designers, and developers on 8 client accounts
- Ran marketing and advertising campaigns for 15+ different clients
- Designed and developed email templates, advertising graphics, and landing pages
- Managed all media buying for digital, print, television, and radio advertising
- Generated an 85% increase in qualified leads for solar installer; 4 deals closed in 3 months

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## Education

### 2007 - 2011 | The College of William & Mary, Mason School of Business

BBA Marketing, Music 2<sup>nd</sup> Major

### 2003 - 2007 | Center Area High School

Valedictorian, Eagle Scout

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## Tool Proficiency

Profound, BrightEdge (Catalyst & OnCrawl), Google Search Console, Looker Studio, Chrome Dev Tools, Bing Webmaster Tools, Screaming Frog, ahrefs, Botify, Conductor, SEMrush, GA4, Adwords, GBP, Adobe Analytics, Salesforce, Tableau, PowerBI, Excel