

Christopher Ranieri

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Professional Summary

Results-driven SEO specialist with over 10 years of experience improving search visibility, driving organic traffic, and generating leads for businesses across multiple industries. Proven ability to conduct technical SEO audits, execute data-driven keyword strategies, and optimize websites for higher rankings and conversions. Skilled in blending on-page, off-page, and local SEO with user-focused design to deliver measurable growth in visibility, traffic, and revenue.

Core Competencies

- SEO Strategy & Technical Audits (SEMRush, Ahrefs, GSC, Tag Manager, Site Kit)
- Local SEO & Google Business Optimization
- WordPress Development (500+ Themes, Customization, Builders)
- HTML5, CSS3, Bootstrap | Beginner JS, PHP, Python
- UX/UI Design (Heatmaps, CTA Psychology, Figma, Balsamiq)
- VPS & Website Migrations | Linux Command Line | DNS/Server Setup
- Google Ads / Facebook Ads Campaigns
- eCommerce (Amazon, WooCommerce)
- Copywriting, Landing Pages & Funnel Building
- CRM & Email Automation (Mailchimp, Aweber)
- AI Systems Integration (ChatGPT, GPT-4, prompt engineering)

Professional Experience

SEO Specialist - Hozio

Holbrook, NY | Feb 2025 – Present

- Conducted in-depth keyword research, competitor analysis, and market trend evaluations to guide SEO strategies
- Performed full technical SEO audits, resolving crawl errors, indexing issues, and site speed challenges
- Optimized on-page SEO including meta titles, descriptions, headers (H1–H6), and internal linking, improving rankings and CTR
- Developed and executed backlink outreach strategies to build domain authority and increase organic traffic
- Monitored and reported SEO performance using Google Analytics, Search Console, Ahrefs, and GT Metrix, providing actionable insights
- Collaborated with content teams to integrate SEO best practices into landing pages, blogs, and sales funnels
- Implemented schema markup, canonical tags, redirects, and robots.txt rules to strengthen technical SEO foundation
- Worked closely with developers to resolve site architecture, mobile responsiveness, and UX/UI issues impacting SEO
- Adapted strategies to align with Google algorithm updates, protecting client rankings and visibility

Freelance Web Dev / SEO / Digital Marketing

Remote | Aug 2013 – Present

- Designed, built, and ranked WordPress and HTML websites using custom themes and SEO-optimized structure
- Conducted keyword research, on-page SEO, competitor analysis, and backlink outreach to improve rankings
- Used RankRanger, heatmaps, and analytics tools to identify engagement issues and optimize UX
- Built lead funnels using compelling copy and emotional design psychology (e.g., eCommerce CTA triggers)
- Managed Google Ads, Facebook Ad Campaigns, and SEO packages

Web Developer – iLoveKickboxing

Merrick, NY | Jan 2016 – Aug 2016

- Built and maintained over 75 landing pages and promotional websites using HTML, CSS, and basic PHP
- Executed on-page SEO including keyword placement, meta optimization, and internal linking
- Supported technical SEO implementation including canonical tags, robots.txt updates, and 301 redirects
- Collaborated with marketing team to ensure sales pages matched branding and conversion goals

Web Developer / SEO – NextVisit Inc.

Amityville, NY | Dec 2022 – Feb 2023

- Developed the company website and deployed on VPS (Proxmox)
- Configured DNS, email routing, and Linux server environments
- Oversaw full website migration and uptime monitoring

Web Developer / SEO – Ferocious Media

Farmingdale, NY | May 2021 – Jun 2021

- Supported SEO strategy across client accounts with HTML/CSS site improvements
- Designed site prototypes in Adobe XD and Figma
- Assisted with traffic improvement initiatives via SEO content audits

SEO / Front-End Development Extern – UOTech

Plainview, NY | Dec 2020 – Feb 2021

- Hand-coded HTML/CSS landing pages for United Way web projects
- Executed structured SEO best practices (meta, headings, semantic HTML)
- Designed UX wireframes in Figma

eCommerce Manager – August Silk

New York, NY | Aug 2018 – Feb 2019

- Built WooCommerce eCommerce site and Amazon Seller Central product listings
- Managed SEO strategy and analytics for digital storefront performance
- Ran Pinterest, Facebook, and Google Ads campaigns

Education

Diploma 3.8 GPA, Web Application Design & Development
Hunter Business School – Levittown, NY | Jan 2021

Technical Skills

Languages: HTML, CSS, Bootstrap (Adv), JS, PHP, Python (Beginner)

CMS: WordPress (10+ yrs), Joomla, Drupal, Shopify

SEO Tools: RankRanger, Yoast SEO, GSC, GA4, Screaming Frog

Design: Photoshop, Figma, Illustrator, Balsamiq

Server/Hosting: VPS, Linux CLI, PuTTY, DNS, .htaccess

Marketing: Google Ads, FB Ads, Email Automation, Funnels