

# NICK VALITON

## SEO Manager

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### PROFESSIONAL SUMMARY

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Strategic SEO Manager with 6+ years of experience scaling organic growth for enterprise clients and SMBs across traditional and AI search. Expert in executing data-driven SEO/AIO strategies, leading high-impact projects, and managing cross-functional teams to boost organic traffic and revenue. Author of two industry eBooks on AI in SEO.

### EXPERIENCE

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#### SYNAPSE SEM

**Boston, MA**

##### SEO Manager

**2023 - Present**

- Direct SEO strategy for 12+ clients, leading a team of 6 analysts to exceed traffic and pipeline growth targets
- Improved client page 1 rankings by 108% YoY with a content strategy driving +19% traffic and \$1M in pipeline
- Led local SEO strategy for global fitness brand with 2.6k+ locations, driving 10%+ YoY increase in local traffic
- Managed Google Merchant Center feed for regional eCommerce brand with 160k+ products
- Partner with agency founder to build pipeline strategy, driving new business development and revenue growth
- **Agency Services Enhancement**
  - Developed a new YouTube SEO service offering, which drives \$8k+ in incremental MRR for the agency
  - Co-lead agency initiative to automate SEO reporting efforts, saving 20%+ in monthly team hours
  - Built and standardized Looker Studio dashboards for all clients to improve performance storytelling across SEO, PPC, and AI search
- **Lead Agency in AI-First Evolution**
  - Researched and wrote 2 agency eBooks on the role of AI in SEO, including measurement and optimization techniques across Google's AI Overviews, ChatGPT, and other AI engines
  - Implemented SerpAPI to automate AI reporting, including client brand mentions & citations
  - Leading the AI/SEO integrated services rollout to existing clients with average +25% revenue upsell

#### HEART OF NEW ENGLAND COUNCIL, SCOUTING AMERICA

**Rutland, MA**

##### VP of Marketing & Communications, Executive Board Member, Alumni Association Chair

**2025 - Present**

- Lead strategic marketing and internal communications for central Massachusetts Scouting program
- Lead 5-member committee executing cross-channel campaigns to achieve 10% YoY membership growth
- Strengthening visibility of regional programs and alumni engagement through social channels and live events

#### DIGITAS

**Boston, MA**

##### Intern, Analyst, Senior Analyst

**2019 - 2023**

- Led SEO strategy and audits for 3+ enterprise clients, delivering and presenting actionable recommendations
- Secured \$200k in agency revenue by developing SEO scope proposal for global vitamin brand
- Selected to represent the agency in the 2022 Institute of Advanced Advertising Studies Program

### EDUCATION

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#### BOSTON COLLEGE

**Chestnut Hill, MA**

*Bachelor of Arts, Communication; Minor in Management & Leadership*

**2016 - 2020**

### SKILLS & INTERESTS

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- **Core SEO:** AI Search Measurement, On-Page SEO, Technical SEO, Keyword Research, Content Strategy, ASO
- **Tools:** GA4, Google Search Console, Ahrefs, Moz, SEMrush, Screaming Frog, Looker Studio, Frase, STAT
- **Other Skills:** Client & Project Management, Business Development, Team Leadership, Executive Stakeholder Communication, Process Improvement
- **Interests:** Camping, Bonsai, Web Design, Guitar, Golf, New England Lighthouse History & Photography