Peyton Jones

SEO Specialist | Web Designer | Digital Marketing
(856) 236-9183 |bypeytonjonesseo@gmail.com
Linkedin: https://www.linkedin.com/in/peytonjonesnj/ | Portfolio: https://bypeytonjonesseo.com/

Professional Summary

SEO specialist focused on Local SEO and WordPress development with Elementor and Gutenberg. Experienced in building complete digital foundations for businesses, including website development, local business profiles, authority signals, and technical performance. Work is driven by ongoing metric analysis, A/B testing, and optimization, supported by a highly social background in managing teams and operations in high-pressure live music venues.

Skills

Local Search Optimization, Site Architecture & Siloing, Off-Page Authority Building, Technical SEO, Analytics Monitoring, Rank Tracking, Citation Building, Link Outreach, WordPress, Elementor, PPC Search Ads, HTML/CSS (reading & debugging), Communication, Conflict Resolution, Operational Management, Decision-Making Under Pressure.

Experience

SEO Specialist / Web Designer — Client Projects

Jan 2024–Present

- Designed and launched multiple conversion-focused WordPress websites for local businesses with mobile-first UX and SEO-driven site architecture.
- Established early organic traction across multiple new domains, generating 20,000+ impressions and 1000+ clicks within months of launch alignment of site structure, content, and off-page signals.
- Improved search visibility and engagement across client sites by aligning page structure and content with search intent, resulting in consistent page-one visibility and strong organic click-through rates.
- Designed conversion flows and UI patterns, guiding visitors from discovery to conversion with minimal friction.
- Optimized site performance across projects by configuring caching, reducing frontend and plugin bloat, and refining asset loading to deliver fast, responsive, and stable user experiences.

Digital Marketing Intern (Full-Funnel Ownership)

BL Softwash LLC — 2024-Present

- Led the complete ground-up rebuild and marketing execution for a local service business, migrating from a Google Sites setup to a custom WordPress site and owning all digital and off-site strategy.
- Ran and optimized Google Search Ads campaigns with $2,000+ in spend, performing A/B testing across ads, landing pages, and homepage imagery.
- Tracked local visibility and performance using local pack rank tracking and analytics tools, iterating continuously.
- Designed and implemented interactive cost estimator calculators, allowing users to generate estimates.

Bar Operations Lead — Large-Scale Events

Tek Support / Spectrum Concessions / Live Nation — 2022–Present

- Led bar operations at large-scale music festivals and live events (40,000+ attendees), overseeing teams of up to 50 staff members across multiple service zones in high-pressure, fast-moving environments.
- Managed real-time operational failures—including POS outages, inventory shortages, and staffing gaps—by troubleshooting systems on the fly, reallocating staff, and maintaining service flow under sustained pressure.
- Directed and trained staff in live environments, managing breaks and resolving conflicts.

Education

Ramapo College of New Jersey

Bachelor of Science in Business Administration — Marketing — Computer Science Coursework | 2024