DAYLIN ROCKWOOD

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SUMMARY

Growth marketing and SEO leader with 6+ years driving organic growth, WordPress development, and marketing automation across legal, B2B, and consumer markets. Leads SEO strategy and technical optimization for 60+ law-firm websites at Legal Leads Group after promotion from SEO Writer and Developer. Pairs hands-on technical SEO, paid media, and analytics with content strategy that lifted organic traffic 50% and keyword rankings 30%.

EXPERIENCE

Legal Leads Group — Westlake Village, CA

Head of SEO (promoted from SEO Writer and Developer) — **January 2026 – Present**

- Lead a team of 15 specialists and own SEO strategy, WordPress development, and technical optimization for 60+ law-firm websites competing in high-value local search markets.
- Drive on-page and technical SEO across metadata, header structure, internal linking, schema markup, crawlability, and site architecture, improving keyword rankings by 30%.
- Secured Google AI Overview citations and first-page rankings on primary focus keyphrases for client sites across the portfolio.

SEO Writer and Developer — **March 2025 – January 2026**

- Wrote and optimized 2,400+ legal content pages that increased organic traffic by 50% and lifted rankings for an average of 25 target keywords per site.
- Managed WordPress page builds, technical fixes, and plugin coordination across 60+ client sites.

Hanson Lab Solutions — Camarillo, CA

Marketing Manager — **March 2024 – March 2025**

- Owned marketing strategy, website performance, email campaigns, CRM coordination, and lead generation for a B2B lab furniture company.
- Planned and ran 20+ marketing campaigns across email, web, and CRM channels to drive B2B lead generation.
- Created a targeted email campaign that increased online form submissions by over 60% in the first week, outperforming the original 30% goal.

Hamee US, Corp. — Los Angeles, CA

Marketing Specialist — **December 2019 – March 2024**

- Managed email marketing, paid advertising, social media, and product content for a consumer products company serving an average of 30,000 customers per month.
- Grew the email subscriber list from a base of 2,500, adding 2,000–5,000 subscribers per month through promotional, automated behavioral, and community campaigns.
- Built automated Drip email workflows that increased online sales by 75% through a welcome email sequence.
- Launched Google Ads and Google Tag Manager for the US office, then ran 15 ad campaigns across Search, Display, Shopping, Video, Performance Max, and Smart campaigns with full setup, tracking, and A/B testing.

SKILLS & TECHNOLOGIES

SEO & Web	WordPress, Elementor, Yoast SEO, Rank Math SEO, Advanced Custom Fields, Redirection, Screaming Frog SEO Spider, WP Engine, Cloudflare
Analytics & Ads	Google Ads, Google Analytics 4, Google Tag Manager, Google Search Console, Looker Studio, Semrush, Ahrefs, SEMDash
CRM & Automation	HubSpot, Salesforce, Drip, Zoho, Creatio, ActiveCampaign
Creative & Design	Adobe Photoshop, Adobe Illustrator, Adobe Premiere Pro, Canva, Figma
Data & Project Mgmt	Microsoft Excel, Google Sheets, Wrike, Asana, Monday, NetSuite
AI Tools	ChatGPT, Claude, Gemini, Manus, Perplexity
Infrastructure	TrueNAS SCALE, Tailscale, Chrome Remote Desktop

EDUCATION

University of Southern California — B.S. in Business Administration, Marketing emphasis — Dean's List — **Aug 2023**

University of Nevada, Reno — Associate of Information Technology — **Aug 2019**