

20-year SEO Veteran & Full-Stack Developer

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# JOEY BURZYNSKI

## PROFILE

**I drive revenue. *All other metrics pale in comparison.***

Be it billion-dollar brands or startups, I've spent the last two decades architecting technology solutions and innovative organic search marketing strategies (domestic & international) for enterprise e-commerce.

I believe in the power of 'what if?'; leveraging hybrid expertise in search engine optimization (SEO), software development, and e-commerce to achieve extraordinary results.

My core competencies include search engine optimization (*programmatic, technical, enterprise, on and off-page*), software development, data wrangling (*natural language processing and computational ontologies*), and search marketing automation.

### Track Record

*I've personally architected and managed growth marketing programs for:*

Ace Cash Express, Athleta, Banana Republic, Belk, Blackhawk Network, Blockbuster, Buckle, Censys, CheapCaribbean, CheckPast, DashFly, Diesel, DistroMex, Ebates, Eddie Bauer, Fossil, GUESS, Gap, GiftCardMall, Gold's Gym, Horchow, JCPenney, Livingston Lures, Marciano, Mavis Tire, Mavor Lane, Minimally Invasive Spine Institute, Mordor Intelligence, Old Navy, Orbitz, Oriental Trading Company, PacSun, Piperlime, RedEnvelope, ResumeSpice, Ritter Dental, SPFM LP, Sacha Cosmetics, ShearComfort, SmartBargains, Swanson Health, Toronto Cosmetic Surgery Institute, Williams-Sonoma

**Areas of Expertise**

Artificial Intelligence (AI), Composable Commerce, Data Science, Enterprise eCommerce, Growth Hacking, Marketing Automation, Natural Language Processing (NLP), Programmatic SEO, Python, Ruby, SaaS, Search Engine Optimization (SEO), Search Marketing Strategy, Software Engineering, Technical SEO

**Ask Me About**

Ask me about SEO strategy (*technical, on-site, off-site, international, or growth hacks*) or improving organic search visibility at scale in e-commerce through marketing automation.

**Interested In**

Recent innovations in the Artificial Intelligence (AI), Machine Learning (ML), or Natural Language Processing (NLP) space.

**Top of Mind**

I've spent a lot of time recently researching autoregressive language models in deep learning (like GPT-3).

**Skills**

- SEO
- eCommerce SEO
- Enterprise SEO
- International SEO
- On-Page SEO
- Off-Page SEO
- Programmatic SEO
- Technical SEO
- SEO Audits
- Digital Strategy
- Content Marketing
- Link Building
- Marketing Automation
- Landing Page Optimization
- Conversion Rate Optimization
- Software Development
- Computational Linguistics
- Natural Language Processing (NLP)
- Web Development
- HTML & CSS
- JavaScript
- React
- Node.js
- Python
- Ruby
- MongoDB
- Redis

EMPLOYMENT  
HISTORY

## Founder & CTO / Global Head of SEO at MarketKarma [Acquired], Miami Beach, Florida

June 2012 – December 2022

Head of SEO strategy for all enterprise accounts. As founder and CTO of MarketKarma, I directed organic search strategy for all enterprise accounts and worked to create software solutions to assist retailers in tackling their search marketing challenges.

Leading brands relied on our platform to manage their organic search presence, allowing them to extend their catalog and improve their visibility online.

*Notable clients: Blackhawk Network, Censys, CheckPast, DashFly, DistroMex, Eddie Bauer, GiftCardMall, Gold's Gym, GUESS, Livingston Lures, Marciano, Mavis Tire, Mavor Lane, Mordor Intelligence, Orbitz, PacSun, ResumeSpice, Ritter Dental, Sacha Cosmetics, ShearComfort, Swanson Health*

- **Global lead for organic search strategy (SEO) and technical SEO.**
- Lead software architect of our SaaS SEO platform, MarketReach.

## Global Head of SEO at SearchDex, Dallas, Texas

February 2008 – December 2011

Served as lead for organic search (SEO) strategy and business development for key enterprise accounts.

*Notable clients: Ace Cash Express, Athleta, Banana Republic, Blockbuster, Buckle, CheapCaribbean, Diesel, Ebates, Fossil, Gap, Horchow, JCPenney, Old Navy, Oriental Trading Company, Pipertime, Red Envelope, Sacha Cosmetics, Smart Bargains, Williams-Sonoma*

- **Global head of SEO (technical SEO, platform development, and organic search strategy) for all enterprise accounts.**
- Generated over \$5M in new annual revenues for SearchDex through program expansion and client acquisition.
- Generated over \$150M annually for clients directly via implementation of organic search strategies.

## SEO Lead / Head of SEO at SearchDex, Dallas, Texas

January 2007 – January 2008

Served as SEO lead on the JCPenney account, encompassing technical SEO, platform development, and organic search strategy.

- Negotiated a 300% increase in annual client billings for SearchDex.
- Architected a virtual taxonomy publishing strategy that allowed for algorithmic expansion (40X) of indexable, content-centric category pages.
- Increased client's annual revenue directly attributable to organic search from \$20M to \$100M.

## Director, Organic Search Strategy (SEO) at Intertropolis, Dublin, Ireland

January 2004 – December 2006

Architected software solution to automate publishing of niche content monetized through Google AdSense. Upon selection of seed topic and query, our solution was capable of rapid assembly (*research, optimize, generate, and deploy*) of search optimized web properties with contextually relevant content.

- Generated over \$2M annually in AdSense revenue

PUBLICATIONS

## Official Member at Forbes Technology Council, Boston, Massachusetts

May 2022 – Present

Sharing insights on technology with Forbes Technology Council, an invitation-only organization for successful senior-level technology executives.

Collaborator, advisor, and occasional author on topics including artificial intelligence, search engine optimization, technical SEO, search marketing technology, and the future of business for the Forbes Technology Council.

<https://uzr.co/ForbesTechnologyCouncil>

## Board Member at Fast Company Executive Board, New York City, New York

July 2022 – Present

Fast Company Executive Board is an invitation-only organization comprised of company founders, executives, and leaders who are defining the future of business through design, innovation, creativity, and impact.

Collaborator, advisor, and occasional author on topics including innovation, organic search strategy, search marketing technology, and the future of business for The Fast Company Executive Board.

<https://uzr.co/FastCompanyExecutiveBoard>

## Council Member at Young Entrepreneur Council, Boston, Massachusetts

November 2022 – Present

Young Entrepreneur Council is a highly selective, invite-only community of the world's most passionate, driven entrepreneurs.

Collaborator, advisor, and occasional author on topics including natural language processing (NLP), search engine optimization (SEO), eCommerce, search marketing automation, and the future of business for the Young Entrepreneur Council.

<https://uzr.co/YEC>

## PROJECTS

## MarketReach: SaaS SEO Platform for Enterprise E-Commerce Retailers

June 2012 – Present

Served as lead software architect on the project.

### Search Marketing (SEO) Automation for Enterprise E-commerce

Search algorithms reward rich and targeted content. Taxonomies, templates, and assets in e-commerce platforms tend to be restrictive, inherently unstable, and may not fully differentiate product facets or leverage best practice markup. Escaping these constraints is critical to communicating value to the search engines and ranking effectively.

### Natural Language Processing

The cornerstone of our SEO strategy is taxonomy expansion through product feature analysis. With MarketReach, you can easily create pages that are rich in relevant content and keyword-focused. Our platform takes care of the hard work, automatically merchandising pages with the most relevant products and content. This approach fills gaps in your catalog and improves your visibility online.

### MarketReach

Enhance visibility at scale by publishing keyword-focused, contextually relevant pages that are algorithmically merchandised with the most appropriate products. This content is:

- **Optimized:** architected to incorporate all aspects of "best practice" markup, algorithmic optimization of on-page elements (*title, meta, h1, canonicalization, multilingual/multiregional hreflang, etc.*) and contextual internal linking of category copy,
- **Data-rich:** natural language URL paths and media file names, structured data enrichment (*JSON-LD breadcrumb, product, ratings, reviews, and sitelinks*), topical clustering (*algorithmic*) of related internal links,
- **Configurable:** granular control of the representation and indexability of categories and facets, algorithmic handling of taxonomy changes via 301 redirect to nearest surviving categorical parent, algorithmic handling of out of stock facets via canonicalization, data-driven product merchandising (*by revenue, CTR, manual/feature promotion, etc.*),
- **Performant:** optimized static "snapshots" (*HTML / CSS / JS / JSON*) pre-rendered with no external data (*or database*) dependencies. Sub-100 ms load (*DOM complete*), capable of serving significant traffic volume with no degradation in performance,
- **Platform independent:** bolt-on, platform-independent solution integrated via reverse proxy insulating organic performance from downtime, future platform/architecture changes, or merchandising changes,

## Amazon MarketPlace Enrichment & Repricing Platform

January 2014 – December 2014

SaaS software platform to assist high-volume sellers in Amazon Marketplace through algorithmic product intelligence, enrichment, and repricing.

### Highlights

- **Adaptive (re)pricing:** data-driven pricing, configurable to account for factors such as sales history, fulfillment method, buy box performance, stock levels, net margin, and MAP pricing.
- **Product intelligence:** Product discovery (UPC to ASIN), association, and enrichment tools supporting multiple quantities and units of measure.
- **Inventory management:** connect and sync your sales channels, automated multi-channel inventory balancing and fulfillment.
- **Performance:** Achieved an average 1000% increase in profitable sales volume for clients.

## Affiliate Displacement

January 2009 – December 2011

Developed microsite strategy to outrank client's top performing affiliates in organic search for all "coupon" and "deal" related queries.

- Achieved **250k/mo. sessions within 90 days** of launch,
- Acquired **first position ranking** across a number of *highly* competitive coupon queries driving an additional **3.1M unique sessions** (*attributable to organic search*) within the first year,
- Generated an additional **\$3M/mo.** in revenue for the client and **\$50K/mo.** in revenue for our agency.

See: [Growth Hacking 101](#)

## CouponMate

January 2011 – December 2017

Served as SEO lead on the project.

CouponMate automatically finds and applies the best coupon for your purchase when you shop online. CouponMate features coupons from over 100,000 stores, updated daily. Inspired by hours of frustration applying invalid codes, we're not just another coupon tool.

See: [CouponMate in Action](#)

REFERENCES

## Dan Austin, VP Digital Marketing, Home Depot

Rarely if ever will you meet a more educated, in the know, accomplished, well positioned digital expert and innovator such as Joey. There are few people that I know that have the track record and massive success story to back up what they say they can do.

Joey simply gets the job done on time every time. His surgical approach and deep knowledge provide companies with whom he works an unprecedented level immediate success. This has garnered him the affectionate nick name as the DIGITAL NINJA.

All of this said the part that I think I enjoy most about Joey is his untethered commitment to shooting straight with people, and his ethical nature. It makes it so easy to work with him because you know you always get the straight answer even if its not what you want to hear.

## Marty Marion, VP Digital Marketing, PacSun

Joey is one of the rare TRUE digital marketing and strategic geniuses... while hundreds claim to be top-tier SEO gurus, Joey literally eats them for breakfast. His work is without exception the most sophisticated and successful I have ever seen.

He has achieved results that are way beyond expectations every time, and in terms of digital marketing he's a natural born killer. Don't waste time and money doing things the way everyone else is doing them, you'll end up with mediocre results at best.

Talk with Joey and you'll quickly see there's a whole higher level that will not only make a huge difference to your bottom line, but crush your competition without mercy. Want the very best? Joey is exactly that and more.

## Dave Abbot, VP of Direct Marketing, JCPenney

JCPenney's web site is not built to work well with Search Engine Optimization programs. We see this as a big opportunity, and Joey has been instrumental in terms of developing ideas to address our limitations, resulting in recent triple-digit growth in this program.

## Chad Haber, Attorney General, North Dakota

They don't come any better - professionalism, accountability for big ambitious results, great attitude, loved for his results. I highly recommend Joey for any project or position that requires high-level resourcefulness and results. You simply won't find anyone better than Joey all-around-high integrity, extremely creative, great writer, committed to excellence and to service. He is as resourceful as they come.

## Alex Perry, Founder, DashFly.com

Joey provides you with a service that can not be matched by any other providers. His ability to market our company has led to immediate success. Would recommend his services to anyone.

## Joseph Feigenbaum, Founder, TDO Communications

Joey is a consummate professional. His knowledge is surprisingly vast. His demeanor calm and composed. His solutions always on target. His advice always valuable. He's responsible, responsive, and you get the sense that he's truly on your team.

## Bharadwaj Reddy, CEO, Mordor Intelligence

Great experience working with Joey! He was able to dive deep into our SEO challenges and give us concrete recommendations that work. I can't recommend Joey enough for all things SEO.

### LINKS

[Personal](#) [LinkedIn](#) [Coders Rank](#) [GitHub](#) [Twitter](#) [CodeMentor](#) [Quora](#)

### CONNECT

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Elsewhere

- <https://www.marketkarma.com>
- <https://joeyburzynski.dev>