

# TRAVIS OLANDER

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## Websites

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- [www.travisolander.com](http://www.travisolander.com)
- [linkedin.com/in/travis-olander-seo-marketing](https://www.linkedin.com/in/travis-olander-seo-marketing)

## Profile

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**Ecommerce Operations Manager, Data Analyst, and SEO** with over 12 years of success building analytics and SEO, optimizing UX and product catalogs, and growing ecommerce businesses.

**Skills:** SEO, content creation, conversion rate optimization, ecommerce merchandising, product cataloging, user experience, page & site structure, navigation, categorization, structured data, analytics, data lakehouses, MCPs and connectors, executive presentations, sales, cost, margin, lead time, safety stock, and run rate analyses, product photo and video production, and ecommerce AI/agent training.

**Tools:** Ahrefs, Semrush, Screaming Frog, Looker Studio, Local Falcon, Google Analytics, Search Console, Power BI, ChatGPT/Codex, Claude/Code, Klaviyo, Justuno, HubSpot, Fullstory, Google Ads, Merchant Center, BigQuery, Sitecore, Scrunch, Shopify, BigCommerce, Wordpress.

## Experience

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### Ecommerce Operations Lead

03/2026 to Current

#### DwyerOmega – Remote

- Built out full ecommerce analytics stack in Google Analytics, Tag Manager, Search Console, Power BI, and BigQuery
- Provided executive team with sitewide analyses of ecommerce catalog performance across brands, categories, product families, and geographies (US, EMEA, APAC) across catalog of 300,000+ SKUs
- Led multiple UX improvement projects to optimize site and product page structure and content, and core performance metrics
- Contributed to 25%+ YoY ecommerce revenue growth across core (2) and acquired (12+) brands
- Built and monitored site migration metrics for subdomains across 16 geographies

- Led on-page, content, and technical SEO efforts to boost organic search traffic and revenue 20%+ YoY.
- Built and deployed multiple MCPs and trained Codex and Claude Code agents to connect and analyze ERPs, Salesforce and Hybris records, and BI and Google Analytics databases to acquire a whole-business picture of online and offline sales performance and customer segmentation

## Search Engine Optimization Manager

05/2019 to 01/2026

Uncommon Gear, LLC – Remote

- Owned on-page and technical SEO for three eCommerce sites earning \$2M-\$12M annually.
- **Acquired SERP #1 rankings** for products, **increased search revenue by 6x** (FY '19-'23).
- Built site-wide Copywriting SOPs, **1,200+ product** and **80+ category descriptions**.
- Executed FY '25 AI/GEO content project, **acquired 300+ AI rich snippet** placements.
- **Published 350+ articles**, buyer's guides, instruction/technical guides, blogs, and FAQs
- **Achieved 10%+ conversion in email** campaigns with targeted product launches.
- Owned linkbuilding, site audits, technical SEO, Schema Markup, and Core Web Vitals.
- Optimized merchandising, navigation, product filters, and product/category page structures.
- Scripted, shot, edited and produced video and photo for web content and social channels.

## Part-Time Writer & Editor

12/2022 to 08/2024

AllOutdoor.com – Remote

- **Published 160+ articles** in the outdoor lifestyle and sporting goods niche.
- Worked with Editor-in-Chief to revise drafts for review and scheduled publications.
- Wrote reviews, comparisons, "best ofs", how-to's, investigative and editorial content.
- Analyzed reader feedback to align content with audience interests and trends.
- Edited evergreen content to remain timely and competitive in search.

## Junior Video Host & Script Writer

03/2018 to 05/2019

Turn5, Inc. – Paoli, PA

- **On-camera talent**, installed and reviewed automotive parts on performance vehicles.
- **Wrote 2 to 4 weekly scripts**, planned and executed studio and on-location shoots.
- Managed studio and vehicles with team of mechanics, videographers and editors.
- Structured videos to maximize engagement with teasers, reveals, and test drives.
- Evaluated parts for quality and provided honest, credible feedback to audience.

## Script Editor

05/2017 to 03/2018

Turn5, Inc. – Paoli, PA

- **Edited 250+ scripts** for a team of **4 to 7 on-camera personalities**.
- Managed rapid script edits on set during fast-paced production schedules.

- Tailored scripts to each talent's personality to promote authenticity and flow.
- Collaborated with producer to develop videos that resonated with audience.
- Coached talent's technical writing skills to deliver better performances on camera.

## **Copywriter**

10/2016 to 05/2017

**Turn5, Inc.** – Paoli, PA

- Wrote product descriptions and ad copy for automotive performance parts.
- Optimized descriptions to **reduced bounce by up to 50%** on core products.
- **Developed company-wide copywriting and SEO strategy** for three eCommerce sites.
- **Built interlink strategy** between products and web, social, and video channels to boost sales.
- **Increased Copy team output from 6-10 SKUs to 30+ SKUs** daily.

## **Web Content Writer**

10/2014 to 10/2016

**Hibu, Inc.** – King Of Prussia, PA

- **Wrote long-form content and descriptions for 250+ SMBs** on agency web/SEO product.
- Interviewed business leaders to optimize their web product during development.
- **Edited and proofed junior writers' content** to maintain SEO and quality across client sites.
- **Partnered with President of Web Products** to test and roll out optimized client websites on Duda.

## **Senior Client Services Consultant**

01/2014 to 10/2014

**Hibu, Inc.** – King Of Prussia, PA

- Supported agency sales representatives at digital, print, and web/SEO marketing agency.
- Aided sales team with troubleshooting and resolving faulty contract entries.
- Partnered with sales and clients to proof digital and print ads before launch.
- Solved account and CRM discrepancies, audited accounting and billing practices.

## **Non-Commissioned Officer (E5)**

01/2010 to 01/2018

**Army National Guard** – Pennsylvania

## **Store Manager**

07/2008 to 07/2013

**GameStop** – Pottstown, PA

## **Education**

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### **B.S., Business Administration**

01/2017

**Southern New Hampshire University** - Hooksett, NH

- GPA: 4.0
- Minor in Professional Writing
- Placement on President's List