

JONATHAN NISHIKAWA

Winnipeg, CA R2W1V9 | 204-997-3376 | jmail482@gmail.com

Summary

Dynamic digital marketing professional with a proven track record at robtetrault.com, specializing in SEO optimization and brand visibility. Achieved a 104% keyword lift through strategic initiatives while improving client engagement. Adept at data analysis and project management, driving significant ROI and elevating client rankings in competitive markets.

Skills

- Digital marketing
- SEO optimization
- Content creation
- Brand visibility
- Data analysis
- Project management
- Customer relationship management

Experience

Freelance/Contractor 12/2018 to 12/2024 robtetrault.com Winnipeg, CA

- 5-year contract retainer for robtetrault.com (former), tetraultwealth.com - Canaccord Genuity, wealth advisory YMYL website.
- Managed firm's organic visibility and led national outreach through localized service pages, generating high ROI leads.
- Conducted initial audit focusing on brand visibility, evolving into comprehensive digital marketing strategies that achieved hundreds of sustained keyword rankings, including multiple first-page placements and consistent Google Map Pack visibility across primary financial services.
- 33-city national location-page program in every Canadian province; 26% → 55% delta in top-100 ranked URLs.
- Pre planned rollout of additional 150 location pages targeted ascending list of Canada's wealthiest neighborhoods.
- Wealth Professional Canada Top-50 Advisors: anchor client climbed from #6 to #2 during the engagement.
- 104% keyword lift via Cloudflare + Argo Smart Routing deployment; verified in SEMrush (crawl budget/mobile first).

Search Engine & Social Media Rater/Evaluator 12/2018 to 12/2019 Remote Remote

- Evaluated search and social content using structured quality guidelines to enhance relevance and user experience.
- Evaluated program effectiveness through comprehensive data analysis and feedback collection.
- Collaborated with stakeholders to develop assessment tools and methodologies.
- Conducted site visits to observe implementation of programs and initiatives.

Marketing Coordinator (Practicum) 12/2017 to 11/2018 Dominion Lending Centres

- Coordinated marketing campaigns to enhance brand visibility and engagement.
- Managed social media accounts, creating content and scheduling posts effectively.
- Assisted in developing promotional materials for various marketing initiatives.
- Generated mortgage leads through targeted FB ad campaigns and social contests, conducted A/B testing, implemented FB pixel retargeting, performed website/FB page audits providing actionable SEO/CRO recommendations, enhanced Google Reviews generation.

Brand Agent CSR 12/2010 to 11/2016 Skybridge Americas / Publishers Clearing House Remote, Remote

- Handled high-volume services addressing account concerns, escalations, inquiries, and payments/credits to ensure customer satisfaction.
- Resolved customer complaints efficiently to maintain satisfaction levels.
- Managed customer inquiries through phone and email channels.
- Collaborated with team members to enhance service delivery processes.

Operations Assistant 12/1989 to 11/2004 Toad in the Hole Pub & Eatery MB, MB

- Directed daily operations of family-owned business, ensuring smooth functioning and customer satisfaction.
- Oversaw all aspects of business operations from inception to sale, excluding accounting and business decisions.
- Ensured consistent completion of daily responsibilities to support overall workflow.
- Contributed innovative ideas and solutions to enhance team performance and outcomes.
- Worked successfully with diverse group of coworkers to accomplish goals and address issues related to our products and services.

Education

Diploma: Business Administration 05/2017
Robertson College Winnipeg, MB

Diploma: Computer/Electronics Technology 06/1993
Herzing Career College Winnipeg, MB

Websites, Portfolios, Profiles

- [linkedin.com/in/jonathan-nishikawa](https://www.linkedin.com/in/jonathan-nishikawa)