

Stephen Abitbol

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Professional Experience

Savings United, *Remote*

SEO Content Manager (May 2023 - January 2025)

- Managed and optimized 150+ affiliate content pages for top U.S. publishers, ensuring alignment with client KPIs and affiliate marketing goals.
- Increased organic traffic for 15+ partner brands by 150%+, achieving top Google rankings (#8 to #1 and #15 to #1) and boosting advertiser performance.
- Collaborated with cross-functional teams (SEO, partnerships, and sales) to strengthen publisher-advertiser relationships and enhance campaign ROI.
- Played a key role in generating \$8M in a day while personally generating \$32K (up 30% YOY).

StudySoup, *Hybrid (San Diego, California)*

Marketing Lead (February 2020 - March 2023)

- Devised and executed marketing strategy, including social media management and content creation, which increased conversion rates, improved customer retention, and drove textbook solution sales.
- Managed a team of full-time content creators and freelance contractors.
- Built a robust .edu link-building campaign through scholarships with over 1,500 backlinks from high-domain authority websites.

Thnks, *Remote*

SEO Manager (August 2017 - December 2019)

- Developed and implemented an SEO content roadmap that improved brand awareness and inbound lead generation in B2B performance marketing.
- Led keyword research, meta optimization, and content creation that moved 5+ target keywords to top positions.
- Collaborated with business development and account teams to create case studies and content assets supporting 10+ new B2B client acquisitions.

Anytrack.io (formerly TrackingDesk), *Hybrid (Tel Aviv, Israel)*

Marketing Specialist (May 2015 - May 2017)

- Launched a multi-channel content marketing campaign that combined SEO-optimized blog content, targeted email sequences, and PPC campaigns, resulting in a 40% increase in inbound traffic and a 20% boost in trial sign-ups, which converted into paid users at a 12% rate.
- Acquired integration and content partnership with InstaPage, acquiring new users, lifting engagement by 15%, and increasing domain authority through high-quality backlinks.

Gossip Media Marketing Agency, *Tel Aviv, Israel*

Community Manager (September 2013 - February 2015)

- Managed social media communities for multiple client accounts, increasing follower growth by 20 to 30 percent over a 3 to 6 month period through consistent posting and audience engagement.
- Monitored engagement metrics across client channels and optimized content strategy, contributing to a 25 percent increase in likes, comments, and overall interaction.

Education

- DePaul University, *Bachelor of Fine Arts, Digital Media* (2011)
- Elevation Israel Professional Training, *Digital Marketing Certification* (2015)
- Google Analytics 4 Professional Certification (2025)
- Google AI Prompt Engineering Certification (2026)