Charlie Carballo
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**Head of Editorial SEO | Digital Content Director | Audience Growth Strategist**

 **ABOUT ME**

Strategic editorial leader with 15+ years of experience building and scaling high-impact, SEO-driven content programs across digital platforms. Expert in editorial operations, audience growth and cross-functional collaboration. Proven success managing multi-channel content calendars, overseeing compliance-aligned publishing processes, and transforming websites and newsletters into trusted, high-traffic resources. Deep experience translating complex topics into clear and accurate content. Skilled in cross-functional leadership across marketing, design, SEO and editorial teams.

**Education**
Bachelor of Science, Journalism
University of Florida Gainesville, FL

**Professional Experience**

**WWD & Footwear News – Executive Digital Director***Sept 2021 – June 2025*
**Digital Director – Footwear News**
*Sept 2018 – Sept 2021*
**Senior Digital Editor / West Coast Editor – Footwear News**
*Mar 2016 – Sept 2018*

* Promoted 3 times in 5 years for delivering consistent, measurable digital growth and brand transformation.
* Led comprehensive SEO strategy across two high-traffic brands, identifying high-opportunity keyword clusters and optimizing content for search intent, featured snippets, and SERP ranking.
* Increased programmatic revenue by scaling evergreen, SEO-driven editorial calendars and optimizing existing content libraries.
* Oversaw SEO optimization for breaking news, red carpet coverage and trend pieces, achieving record-breaking traffic spikes and viral social lift.
* Supervised and upskilled a digital team, including editors and freelancers; built scalable content production workflows powered by performance data.
* Developed integrated editorial-commerce content, aligning search demand with product recommendations to drive revenue and conversions.
* Collaborated with development teams on site speed, structured data, Core Web Vitals and indexation issues to boost crawlability and UX, and alignment with Google E-E-A-T specifications.
* Wrote, edited and assigned stories.

**Connection III Entertainment — Associate Editor**

*2015 – 2016*

* Produced streaming and entertainment news for nationally syndicated TV properties like “Made in Hollywood” and “Made in Hollywood: Teen Edition” and community service teen series “Live, Life and Win,” delivering SEO-rich video and written content across digital platforms.
* Interviewed talent and reported on TV, film and red carpet events, contributing to timely content rollouts and social video engagement.

**Content Coordinator / Online Producer**
*iHeartRadio*
*2011–2014*

* Managed daily editorial operations for San Diego’s iHeartRadio high-traffic radio station site, boosting local SEO rankings through keyword-targeted news posts and high-engagement social campaigns.
* Increased newsletter open rates and traffic through optimized subject lines and A/B tested content layouts.
* Coded landing pages and web features using HTML/CSS and Dreamweaver.
* Conducted interviews and performed daily news reporting for Star 94.1 and Pride Radio.

**Designer and Contributing Writer**
*New York Post*
*2007–2010*

* Produced print layouts for the NY Post’s weekend features/entertainment section, while also conducting news reporting and entertainment stories for NYPost.com’s Tempo Latino vertical, optimized for search and syndication.
* Interviewed high-profile talent and packaged stories with SEO-focused headlines and metadata.

**Core Competencies**

* **Digital Content Strategy:** Developing and executing content plans that align with audience interests and business goals.
* **SEO & Analytics:** Utilizing tools like Google Analytics, Google Search Console, Google Trends and SEMrush to drive organic traffic and improve search rankings.
* **Content Management Systems (CMS):** Proficient in WordPress VIP and Dreamweaver for content creation and site management.
* **Multimedia Production:** Creating and editing video and audio content for digital platforms.
* **Social Media Engagement:** Developing strategies to increase audience interaction across platforms.
* **Team Leadership:** Managing editorial teams to produce high-quality content under tight deadlines.
* E-Commerce Integration (Affiliate, Shoppable Content) and newsletters
* Keyword Research and Content Gap Analysis
* Information Architecture
* Feature Writing and Content Franchises
* Analytics-Driven Story Ideation
* Cross-Platform Storytelling (Web, Video, Social)

**Technical Skills**

* **Analytics and SEO Tools**: Google Analytics, Google Search Console, Google Trends SEMrush, Comscore, Omniture, Chartbeat, Parsely, CrowdTangle,
* **CMS and Platforms**: WordPress, Dreamweaver
* **Tech and Optimization**: HTML/CSS, schema markup, metadata QA, Core Web Vitals, Schema Markup
* **Social and Content Tools**: Hootsuite, Social Flow, Spike Newswhip
* **Design and Multimedia**: Photoshop, InDesign, Audacity
* **Workflow and Collaboration**: Asana, Trello, Airtable, Google Workspace, Slack

**Portfolio:** <https://www.clippings.me/users/charliecarballo>