

# Ryan Anthony DeGuzman Ocenada

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## **Professional Experience**

### **SEO Editor**

San Francisco Chronicle

*May 2023 – Present*

- Manage SEO initiatives, including: training on best practices; auditing articles for SEO including headlines, URLs, internal linking, etc.
- Using Chartbeat, Conductor, Google Trends, Google Search Console, Google Analytics, and Looker to brainstorming search-first articles and interpret data for the newsroom.
- Lead SEO strategy for breaking news events to ensure Chronicle content ranks high in search engine results.

### **Associate Audience Editor**

San Francisco Chronicle

*March 2022 – May 2023*

- Coordinate SEO content strategy for tentpole events, anniversaries, and other notable dates.
- Create posts for Facebook, Twitter, Instagram, and other Chronicle social media channels.
- Plan and execute off-platform audience efforts.

### **Audience Development Editor**

NBC Universal Local

*April 2021 – March 2022*

- Pitched trending stories on search and social to local markets and national editorial teams.
- Wrote SEO-optimized articles for evergreen search and social content.
- Created, updated and presented training materials for editorial teams.

### **Digital Content Manager**

Golden State Warriors

*May 2019 – January 2021*

- Managed day-to-day editorial operations of Chase Center website and mobile app.

## **Education**

### **Bachelor's Degree, Criminal Justice Studies**

San Francisco State University