

NICKAILA DALEY

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SUMMARY

Project coordinator and marketing professional with experience managing cross-functional marketing initiatives, streamlining workflows, and supporting daily operations. Skilled in tracking deliverables and managing competing priorities.

WORK EXPERIENCE

AME CREATIVES | REMOTE

Jul 2026 - Present

Client Operations Specialist, SEO (Contract)

Support ongoing client delivery across SEO, website maintenance, content publishing, and local search.

- Coordinate weekly client requests and SEO implementation for 7 clients across health & wellness, interior design, wedding, and service-based local businesses.
- Manage ongoing website updates across WordPress, Showit, and Shopify, including content publishing, metadata, schema, internal links, image optimization, and QA.
- Manage ongoing Google Business Profile activity, including weekly posts, review responses, and local search updates.
- Coordinate ongoing client requests and deliverables using ClickUp and Airtable, helping keep website and SEO work organized and on schedule.

AQUENT STUDIOS | REMOTE

Mar 2025 - Jun 2026

Project Coordinator, SEO & Content (Contract)

Supported cross-functional SEO projects from planning through launch, aligning teams, timelines, approvals, and deliverables.

- Managed 12+ SEO projects across 4 Microsoft product lines, coordinating cross-functional stakeholders across product, legal, developer, writer, and agency teams to resolve blockers and keep launches on schedule.
- Reduced SEO project delivery timelines by 60% by redesigning ClickUp workflows, removing redundant agency and internal approval steps, and standardizing project cadence, cutting turnaround from 6 weeks to 2–3 weeks.
- Conducted keyword research for net-new Surface and Windows content, identifying search opportunities and providing SEO recommendations to guide content development.
- Improved post-launch QA turnaround by 50%, from 2 weeks to 1 week, by reprioritizing agency reviews and strengthening follow-up with internal delivery teams to drive faster issue resolution.

SHOPIFY | REMOTE

Apr 2023 - Mar 2025

SEO Content Specialist

Owned e-commerce content marketing and optimization initiatives across Shopify's blog and app ecosystem, coordinating research and execution across multiple workstreams.

- Managed a high-volume content pipeline, producing up to 15 SEO blog briefs weekly while coordinating priorities, requirements, and delivery against deadlines with the content manager and writers.
- Drove a Shopify app ecosystem content initiative, partnering with the Apps Product Manager to align on product goals, identify 23+ net-new opportunities, and coordinate recommendations through implementation.
- Led a 4-month internal linking project across 903 URLs, coordinating 1,297 updates that reduced underlinked EN-US pages from 78% to 18% and international pages from 57% to under 15%.

TOMBRAS GROUP | REMOTE

Sep 2021 - Nov 2022

SEO Strategist

Managed client SEO initiatives across healthcare, ecom, and financial services, turning research into prioritized recommendations.

- Managed SEO initiatives across healthcare, e-commerce, and financial services clients, conducting technical and content audits to identify optimization opportunities and develop actionable recommendations.
- Developed SEO strategy for a healthcare client, analyzing leukemia and location-focused content and competitive search trends; recommendations contributed to a 24% YoY increase in sessions.
- Led content strategy for a financial services client, developing briefs and net-new recommendations for mortgage tools that contributed to a 9% MoM traffic increase for a priority Mortgage Calculator page.

SKILLS & TOOLS

Project & Workflow: ClickUp, Asana, Notion, Slack, Microsoft Teams, Outlook, Copilot, ChatGPT

Reporting & Analytics: Semrush, BrightEdge, Adobe CJA, Google Analytics, Google Search Console, Data Studio, Excel, PowerPoint

CMS & Web: WordPress, Wix, Shopify, Contentful, HTML & CSS

CERTIFICATIONS

Asana Workflow Specialist Certificate | 2026