



RICHARD RIBACOFF

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**WEBSITE,
PORTFOLIO,
PROFILES**

- www.richardribacoff.com

PROFESSIONAL SUMMARY

Innovative and hardworking Marketing Consultant with 10 years of experience in the local SEO industry. Offering expert insights into creating promotional strategies that capture emerging market trends. Highly proficient in SEO practices and knowledgeable in digital marketing and new media.

SKILLS

- Relationship Building
- SEO Strategies
- Verbal and Written Communication
- Google Analytics
- Writing and Editing
- On-Time Delivery
- Available Nights, Weekends and Holidays

WORK HISTORY

Concrete Construction Laborer | Coral Cast - 11/2021 - CURRENT
Plainview, New York

- Installed rebar and molded expansion joints and edges for concrete projects.
- Measured precise amounts of concrete and verified levelness to improve quality of finished product.
- Applied concrete fabrication techniques to achieve desired project specifications, quality and code standards.
- Trained new laborers in crew processes and safety behaviors.

CEO | RichardRibacoff.com - Great Neck, New York 06/2012 - CURRENT

- Reviewed and optimized client sites to improve keyword targeting URL strategies, website architecture and content.
- Created dynamic SEO strategies to exceed market competitors and meet client needs.
- Researched and monitored social media campaigns and e-marketing campaign results.
- Conducted in-depth research and analyses to create company

online marketing strategies.

Marketing Executive | Shira Diamonds Dallas - Dallas, Texas 07/2011 - 09/2020

- Developed technical and non-technical marketing presentations, public relations campaigns, articles and newsletters.
- Developed and executed marketing programs and general business solutions resulting in increased company exposure, customer traffic and elevated sales numbers.
- Analyzed consumer usage patterns to identify trends and target key demographics.
- Boosted brand awareness and generated leads while managing internal and external marketing campaigns and programs.

EDUCATION

Eli Duri Diamond Education, Ramat Gan, Israel 10/2010

Diamond Grading: Diamonds

Oceanside High School, Oceanside, NY 06/2005

High School Diploma

LANGUAGES

Hebrew



Native or Bilingual