

# Andrew Hopkinson

Director of SEO & Digital Marketing | Local SEO | AI Search Optimization (GEO) | Multi-Location  
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## PROFESSIONAL SUMMARY

Digital marketing leader with 12+ years of experience building and scaling organic search programs for multi-location brands. Proven track record directing teams of managers, aligning cross-functional stakeholders, and translating SEO strategy into measurable revenue outcomes - from traffic and rankings to reservations and revenue. Hands-on experience navigating the shift to AI-driven search, including practical work optimizing for Google AI Overviews and Generative Engine Optimization (GEO) signals. Skilled at managing enterprise vendor ecosystems, leading large-scale website migrations, and building the operational infrastructure that makes SEO repeatable at scale.

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## CORE SKILLS & TOOLS

- SEO Strategy (On-site, Off-site, Technical, Local)
  - AI Search Optimization - GEO & Google AI Overviews
  - Multi-Location & Hyperlocal SEO at Scale
  - Google Business Profile (GBP) Management
  - Reputation Management & Review Strategy
  - Team Leadership | Managing Managers | Cross-Functional Collaboration
- BrightLocal, Birdeye, Semrush, Ahrefs, Google Search Console
  - Google Analytics 4 (GA4), Google Tag Manager
  - Screaming Frog, AgencyAnalytics
  - HubSpot, Adobe Creative Suite
  - HTML/CSS, Google G Suite, Microsoft Office
  - Lean Six Sigma Green Belt | Process & SOP Development
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## PROFESSIONAL EXPERIENCE

**Director of SEO & Digital Marketing** | National Storage Affiliates (NSA) 2023 – 2026

*Publicly traded self-storage REIT | 1,600+ facilities across 42 states | 6 sub-brands: iStorage, SecurCare, Northwest, RightSpace, Move It, Southern Self Storage*

- **Managed a team of 4 Digital Marketing Managers** - SEO Manager, Local SEO and Reputation Manager, Technical SEO Manager, and Social Media Manager. Each leading their own functional area, with full accountability for strategy, execution, and team-level performance across a 1,600+ location national portfolio
- **Architected and led a 7-brand website consolidation**, merging iStorage, SecurCare, Northwest Self Storage, RightSpace, Move It, Southern Self Storage, and NSA onto a single unified platform enhancing rankings, improving crawl architecture, and enabling scalable enterprise SEO across all brands
- **Grew total shopper sessions by 33% YoY** - from ~55,000 to ~73,500 weekly sessions generating 7.1M+ site sessions that directly drove **241,000+ completed storage reservations** and **130,000+ signed leases** over 18 months, at a 54% reservation-to-lease conversion rate
- **Scaled page 1 Google rankings from ~1,300 to 19,200+ location-level search terms**, and grew position Google Maps rankings from under 500 to 8,000+ representing a 15x increase in top-of-page local visibility across the facility network; gained 38,500+ new keyword rankings over 3 years per BrightLocal reporting
- **Deployed AI-powered review response automation** across 1,600+ locations, generating 39,700+ responses in 12 months and sustaining a **100% Google review response rate** - vs. a 63% industry average - while growing the review portfolio to 290,000+ all-time reviews at a 4.8-star rating; review request campaigns drove a **10.5% click-through rate** vs. 8.1% industry benchmark
- **Led the company's practical adoption of AI search optimization** - including ongoing work optimizing for Google AI Overviews and Generative Engine Optimization (GEO) signals - alongside deployment of agentic marketing infrastructure to maintain brand visibility as AI-driven queries continue to grow
- **Owned all vendor relationships** across the digital marketing tech stack - BrightLocal, Birdeye, Semrush, Ahrefs - managing contract negotiations, platform integration, and performance accountability at enterprise scale

- **Served as the primary digital marketing point of contact** for the full 1,600+ facility portfolio, partnering closely with Paid Marketing, Branding, Web Development, and the Executive team to align organic strategy with quarterly business goals. Created and presented digital marketing education programs including video training series and live presentations for field operations teams and leadership, building digital literacy across the broader organization
- **Named NSA Employee of the Year (2025)** in recognition of cross-functional leadership impact and measurable contribution to organic growth

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### Director of SEO & Organic | Adigma / OpenTech Alliance

2020 – 2023

*Industry-leading self-storage technology company; Adigma Marketing acquired by OpenTech Alliance for its Customer Acquisition product*

- Directed Onsite SEO, Offsite SEO, Local SEO, Content, Social Media, Email, and SEO Audit/Sales teams as head marketing strategist for 40+ clients spanning 230 physical locations, 4 multi-million-dollar eCommerce businesses, and 2 B2B companies across North America
- **Increased Sales Qualified Leads by an average of 350% per client in 2021 YoY and 150% in 2022 YoY**; increased conversion rates by 35% per client in 2021 and 30% in 2022
- **Generated \$55M+ in client revenue in 2021 and \$68M+ in 2022** with an average ROI of 3,000% per client
- Managed all vendor and platform relationships; developed all departmental processes, SOPs, and training programs across every team managed
- Collaborated with Director of Paid Marketing on Google PPC, display, and Paid Social campaigns to maximize combined budget performance and blended ROI

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### Sr. Digital Marketing Manager | Edge Pest Control & Lawn Care

2018 – 2020

*Award-winning residential and commercial services company offering pest extermination and lawn care across multiple markets*

- **Increased organic lead generation by 150%** and paid lead generation by 320% from 2018 to 2019
- **Generated 48,000 B2C leads at a 40% close rate**, totaling \$14M in contract value in 2019; surpassed lead generation goals by 20% during the 2020 pandemic
- Managed all onsite and offsite SEO efforts to improve SERP rankings; collaborated on Google PPC and Bing PPC campaigns; executed HubSpot email campaigns achieving an average 3% CTR

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### Director of SEO Fulfillment | Boostability Marketing

2015 – 2018

*Digital marketing agency serving thousands of small business clients nationally and internationally*

- Managed multiple fulfillment teams of 30–40 specialists and 3 team leaders across 4 focus areas comprising 50+ SEO task types; consistently exceeded KPIs through structured coaching, weekly trainings, and gamification
- Developed and delivered training programs for new hires, specialists, and international employees across offices in Berlin and Amsterdam; fulfilled deliverables for partners in Australia, Germany, Netherlands, France, and Spain

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### Partner Manager | eBay Inc.

2013 – 2015

*Multinational e-commerce corporation*

- Served as primary point of contact for eBay's highest-priority eCommerce partnerships, including Newegg and Best Buy; consistently ranked as a top performer across all core KPIs including operational efficiency, ASAT, and NPS
  - Trained and onboarded new employees on partner account management processes to reduce ramp time; collaborated across internal committees to deliver company-wide presentations; recognized repeatedly in company-wide meetings as a top performer
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## EDUCATION

**Bachelor of Science (BS), Technology Management** | Utah Valley University

**Associate of Art and Science (AAS), Digital Communications** | Utah Valley University

**Lean Six Sigma Green Belt** | Utah Valley University

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## CERTIFICATIONS

- Google Analytics for Power Users
- Advanced Google Analytics
- Google Analytics Individual Qualification
- HubSpot Content Marketing Certified
- HubSpot Email Marketing Certified
- Bing Ads Accredited Professional