

Aaron Kronis

SEO LEADERSHIP | DIGITAL STRATEGY | AUDIENCE GROWTH

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Professional Summary

SEO and digital growth leader with 15+ years of experience across agency, consulting, ecommerce, and independent business environments in Canada and the United States. Turns technical audits, content strategy, local search, and digital PR into measurable traffic and lead growth. Experienced in client leadership, cross-functional delivery, marketing automation, and hands-on audience development.

Professional Experience

Director of SEO | Dignified Online • 2023–2025

- Increased client organic traffic by 110% in six months through technical audits, prioritized roadmaps, and repeatable SEO playbooks.
- Improved branded search sentiment by more than 75% for high-profile clients through search reputation and suppression strategies.
- Secured placements on more than 50 high-authority domains through digital PR and targeted link acquisition.
- Translated search performance and competitive findings into clear priorities for clients and delivery teams.

SEO Consultant | Independent Client Portfolio • 2013–Present

- Grew inbound organic leads by 270% for The Hire Talent through HubSpot automation, pillar content, and search-led campaigns.
- Improved Shopify search rankings by 82% for The Water Store Canada and USA using structured data, content hubs, and on-page optimization.
- Tripled Google Business Profile leads for Puritee Canada and VMLC through local SEO and advertising-spend optimization.

Senior SEO Account Manager and Strategist | Hennessey Digital • 2019–2020

- Managed client relationships and coordinated with SEO and engineering teams on keyword priorities, traffic goals, and conversions.
- Converted technical audits and search findings into practical roadmaps across multiple client engagements.

Founder and Director | Stamina Records Corporation • 2000–Present

- Lead an independent label and publishing business, overseeing websites, digital strategy, releases, partnerships, content, and audience development.
- Produce and host The Musician's Insider podcast and apply SEO, analytics, and direct-to-fan marketing to strengthen discoverability.

Independent Audience Development

- Completed 500+ days of livestreaming as an independent creator, building practical experience in audience growth, live engagement, community building, and content distribution across social networks.

Core Expertise

SEO strategy • Technical audits • Content strategy • Keyword research • Digital PR • Link acquisition • Local SEO • Google Business Profile • Structured data • Shopify • HubSpot • Google Search Console • Analytics and reporting • Client leadership • Social audience growth

Education

Bachelor of Science in Computer Science | Western University | London, Ontario