Aaron Kronis

WEBSITE STRATEGY | SEO LEADERSHIP | DIGITAL GROWTH

Innisfil, Ontario | aaron@staminamusic.com | aaronkronis.com | linkedin.com/in/kronisofficial

PROFILE

Digital strategy and SEO leader with 15+ years of experience across agency, consulting, ecommerce, and independent business environments. Connects website optimization, technical SEO, content strategy, and analytics to measurable traffic and lead growth. Built and led a 25-person SEO department and coordinated content, SEO, and engineering teams around business priorities and implementation roadmaps.

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% and secured placements on 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 SEO and engineering teams around keyword priorities, technical findings, traffic goals, conversions, and implementation roadmaps.

SEO Director | Los Angeles Digital Marketing Agency | 2007-2011

- Built and led an SEO department of approximately 25 people; created a Senior SEO Manager layer and established clearer ownership for delivery, QA, and coaching.
- Led senior client relationships for brands including TOMS, Bayer Pharmaceuticals, and The Walking Company; met weekly with TOMS founder and then-CEO Blake Mycoskie.

Founder and Director | Stamina Records Corporation | 2000-Present

- Oversee websites, digital strategy, content, partnerships, analytics, and audience development for an independent label and publishing business.

CORE EXPERTISE

Website strategy | Technical SEO | Content strategy | Site architecture | Structured data | Lead generation | Conversion optimization | Shopify | HubSpot automation | Google Search Console | Analytics and reporting | Team leadership | Vendor coordination

EDUCATION

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