

DAYLIN ROCKWOOD

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SUMMARY

Digital marketing manager with 6+ years building and running SEO, lifecycle email and paid media systems across e-commerce, B2B and legal markets. Head of SEO at Legal Leads Group, leading a team of 15 and owning search strategy, WordPress delivery and technical SEO for 60+ law-firm websites. Launched Google Ads, Meta Ads and Tag Manager from zero, managed up to \$45,000 a month in combined paid media at 3.5x return on Meta, built Drip lifecycle automation that lifted online sales 75%, and wrote 2,400+ pages that grew organic traffic 50%.

EXPERIENCE

Legal Leads Group
Head of SEO (promoted from SEO Writer and Developer)

Westlake Village, CA
January 2026 – Present

- Lead search strategy, WordPress development and technical SEO for 60+ law-firm websites competing in high-value local search markets.
- Lead a team of 15 covering search strategy, content production and WordPress delivery.
- Drive on-page and technical SEO across metadata, header structure, internal linking, schema, crawlability and site architecture, improving keyword rankings 30% across about 60 client sites since March 2025.
- Secured Google AI Overview citations and first-page rankings on primary focus keyphrases across the portfolio.
- Built the client onboarding system, from credentials and WP Engine staging through migration, sitemap architecture, content assignment, technical SEO and Search Console indexing, at a pace of about two new sites a week.

SEO Writer and Developer

March 2025 – January 2026

- Wrote and optimized 2,400+ legal content pages that increased organic traffic 50% and lifted rankings for an average of 25 target keywords per site.

Hanson Lab Solutions
Marketing Manager

Camarillo, CA
March 2024 – March 2025

- Owned marketing strategy, website performance, email campaigns, CRM coordination and lead generation for a B2B laboratory furniture manufacturer, planning and running 20+ campaigns across email, web and CRM.
- Created a targeted email campaign that increased online form submissions more than 60% in its first week against a 30% goal.
- Directed two brand films and wrote a seven-page Eikon Therapeutics case study used by sales as a proof-of-capability asset.

Hamee US, Corp.
Marketing Specialist

Los Angeles, CA
December 2019 – March 2024

- Managed email, paid search, paid social, social media and product content for a consumer products company serving an average of 30,000 customers per month.
- Built automated Drip workflows that increased online sales 75% through a welcome email sequence.
- Grew the email list from 2,500 by adding 2,000 to 5,000 subscribers per month through promotional, automated behavioral and community campaigns.
- Launched Google Ads and Google Tag Manager for the US office, then ran 15 campaigns across Search, Display, Shopping, Video, Performance Max and Smart formats with full setup, conversion tracking and A/B testing.
- Managed a combined Google Ads and Meta Ads budget that reached about \$45,000 per month at its peak, driving \$1.5 million in e-commerce revenue through Meta at a 3.5x return on ad spend.

CERTIFICATIONS

Project Management Professional (PMP), PMI · Professional Certified Marketer (PCM), AMA · Certified Digital Marketing Professional (CDMP), DMI · Google Ads · Google Analytics · HubSpot Inbound Marketing, Email Marketing, Content Marketing, SEO, Reporting and Social Media Marketing

SKILLS AND TECHNOLOGIES

Analytics	Google Analytics 4, Google Tag Manager, Google Search Console, Looker Studio
Paid media	Google Ads, Meta Ads
CRM and email	HubSpot, Salesforce, Drip, ActiveCampaign
Web and SEO	WordPress, Shopify, Yoast SEO, Semrush, Ahrefs, Screaming Frog SEO Spider, WP Engine, Cloudflare
Creative and data	Adobe Photoshop, Adobe Premiere Pro, Figma, Microsoft Excel, Google Sheets, Claude, ChatGPT

EDUCATION

University of Southern California — Bachelor of Science in Business Administration, Marketing emphasis · GPA 3.93 · Dean's List
August 2023

University of Nevada, Reno — Associate of Information Technology
August 2019