

Aaron Friedman

SEO Manager at Spark Communications

Chicago, IL, US

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Biography

Aaron Friedman is the SEO Manager at Spark - a full service media agency division of Starcom MediaVest Group. He is experienced in SEO ranging from local, digital marketing, to national and global search marketing. Aaron also specializes in social media strategy development and analytics. Before joining Spark, Aaron was with Resolution Media where he focused on social media and its convergence with SEO, as well as played an integral part in laying the foundation for their social solutions. Prior to that he was with the Zocalo Group, where he specialized in social media analysis and emerging media tools for digital marketing programs. Aaron writes for his personal blog at Digital Highrise as well as Search Engine Land in his monthly search and social column. He also contributes to the Radian6 Social Strategy blog and Find Resolution. Friedman is a Business and Marketing graduate of Yeshiva University, Sy Syms School of Business.

Availability

Keynote, Panelist, Corporate Training

Areas of Expertise

Social Media Development, SEO, Content Development, Link Building, Holistic Marketing

Education

Ida Crown

Yeshiva University

Bachelor of Science Marketing

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