

PROFILE

SEO and AI-search operator with 8+ years building content and organic-growth systems for small businesses, creators, and B2B brands. Proven track record building content programs from the ground up, translating technical topics for non-technical audiences, and developing strategies informed by search behavior and audience needs. Specialist in AEO/GEO; optimizing how brands get surfaced and cited across ChatGPT, Claude, Perplexity, and Google AI Overviews across complex B2B, small business, and consumer audiences.

PROFESSIONAL EXPERIENCE

Senior SEO & AEO Strategist

Alloy Marketing | April 2026 - Present

- Own AEO/GEO visibility strategy across a 12-brand book (enterprise SaaS, fintech, nonprofit, cultural institutions), tracking share of voice, citations, and sentiment across ChatGPT, Claude, Perplexity, and Google AI Overviews.
- Advised the internal Center of Excellence on AI-search monitoring and technical tooling, shaping how the agency tracks AEO/GEO visibility across answer engines.
- Led SEO and information architecture for the CollabDocs brand and website relaunch, from content structure through go-live.

SERP Co. *Nov 2020 - April 2026*

Head of Delivery *Jan 2024 - April 2026*

- Led a 10-person cross-functional team (content, SEO, and web) across 40+ client programs, owning the editorial and delivery systems, SOPs, and training.
- Reworked project workflows in Notion and Monday.com, improving collaboration and cutting content-to-publish timelines by 40%.
- Built an AI-augmented content system delivering 115+ SEO-optimized articles/month at <\$0.01/word while holding editorial and search-performance standards.
- Scaled manual link building program with prospecting workflows that increased authoritative backlink acquisition across portfolios

Senior SEO & Content Strategist *Jan 2022 - Dec 2023*

- Built the content function from the ground up – hired and trained the content team (content manager, writer, and support) and set its editorial standards and workflows.
- Designed end-to-end SEO and content workflows spanning research, audits, content planning, writing, optimization, publishing support, and link acquisition.
- Led technical SEO strategy including site audits, competitive analysis, and on-page optimization across 40+ campaigns
- Created a client-facing SEO education series that translated technical concepts into clear, business-focused content.
- Ran early AEO/GEO experimentation, structuring content for entity recognition and answer engines.

SEO Team Lead *Nov 2020 - Dec 2021*

- Delivered measurable organic growth: 209% YoY growth (Riot Glass), 162.7% readership increase with \$1M new business (Everyday California), 624% engagement increase with top rankings in 90 days (Tribe Organics), 3x readership in 4 months (Freeburg & Granieri)

Podcast Production & Content Manager

The Podcast Wizards | Mar 2019 - Nov 2020

Digital Marketing Strategist

MSE Program & Independent | Nov 2018 - Nov 2020

KEY COMPETENCIES

Keyword Research & Competitive Analysis | On-Page & Off-Page SEO | Automated SEO Workflows | Content Strategy & Editorial Planning | Link Building & Digital PR | Cross-Functional Team Leadership | Google Search Console | GA4 | SEMrush | Ahrefs | Brightedge | SEOClarity | Screaming Frog | Process Optimization | GEO

EDUCATION & CERTIFICATIONS

Master of Science in Entrepreneurship, University of Florida
Concentration in Corporate Entrepreneurship

Bachelor of Science in Media Production, University of Florida
Minor in Innovation