

Professional Summary

SEO strategist with 10+ years in content, brand and digital marketing and a primary focus on search since 2021. Lead keyword and content strategy across 25+ client accounts at a remote, full-service agency, with average Google position improved on all 20 accounts tracked since May 2025. Built AI-assisted workflows that standardize SEO planning and reporting, and apply the same approach to visibility in both traditional and AI-driven search.

Core Competencies

Search Strategy	Keyword and Intent Architecture	Content Roadmaps
Keyword Research	Performance Reporting	Client Strategy and Reporting
On-Page SEO	Semrush Position Tracking	AI-Systems Thinking
Internal Linking Strategy	AI-Assisted Workflow Design	Google Search Console + GA4
AEO/GEO (AI visibility)	Local SEO and GBP	Technical SEO and schema

Experience

Lazarus Digital (formerly Lazarus Design Team) – MARKETING AGENCY

Role (Remote): Lead SEO Strategist (title: SEO & Marketing Specialist) | 2025 - Present

- Set keyword, content and local-search strategy for a portfolio of 25+ client accounts across 15+ industries, from onboarding through ongoing optimization. Across the 20 accounts tracked since May 2025, average Google position improved on every account (median gain of 12.9 positions), and accounts averaging page one rose from 0 to 6.
- Led strategy for a custom pool design-build client from a standing start: average position moved from 40.8 to 10.7 in eight months, the primary market term reached #1, and the site generated 149 qualified leads in 12 months, with Google Business Profile calls up 250% year over year.
- Scoped and drove a department-wide keyword audit and reset across 24 SEO campaigns, and set a quarterly keyword review cadence. Build keyword playbooks, content pillars and 90-day SEO/content roadmaps for every new and priority client.
- Designed and shipped 10+ AI-assisted workflows used across the team, including a keyword-to-outline content pipeline with human approval gates and a monthly performance reporting workflow.
- Built Lazarus's AI-visibility (AEO/GEO) practice: client reporting on presence in AI answer engines, a tracking cadence and credit-budget plan for leadership, and llms.txt files for client sites.
- Coordinate SEO work across the team, routing assignments and covering continuity during leadership absences. Set the reporting rhythm and planning documents the team uses.

Studio 19 Ltd – BRANDING & SEO CONSULTANCY

Role: Founder & Creative Marketing Consultant (Part-Time) | 2017 - Present

- Founded and run a brand strategy consultancy serving education, insurance, gaming and lifestyle clients, covering positioning, content strategy and identity.
- Provide freelance SEO services, including keyword research, on-page optimization, content planning and Search Console and GA4 reporting.
- Use audience profiling and user journey mapping to shape data-backed marketing strategy.

Hit Factor Inc – INDIE GAME STUDIO

Role (Remote): Content & Community Manager | 2021 - 2023

- Led content and community across Discord, Twitter and Reddit, growing the user base by 10,000+ and lifting engagement 50%.
- Built content strategy and an engagement calendar around dev updates and key releases, and turned community sentiment into recommendations for the dev team.

Content Creation Workshops

Role: Lead Instructor & Workshop Facilitator | 2021 - 2024

- Taught content planning, storytelling and audience engagement to business professionals at varying experience levels.

Skills & Proficiencies

SEO & Content

SEO Strategy, On-Page SEO, SEO Copywriting, Content Strategy, Content Optimization, Website Messaging, Editorial Planning

Analytics & Research

Semrush, GA4, Google Search Console, AgencyAnalytics, User Journey Mapping, Data Interpretation

AI and Tools

AI-assisted workflow design, Claude, Rank Prompt, Rank Math, Teamwork, Google Workspace

Education

The Arthur Lok Jack Global School of Business with the University of the West Indies

MSc Degree - International Master of Business Development and Innovation (*Awarded Sept. 2026*)

School of Business and Computer Science in collaboration with the University of Greenwich

BA (Hons) Degree in Media and Communications (*Upper 2nd Class Honours*)

School of Business and Computer Science in collaboration with Edexcel

LEVEL 5 BTEC Higher National Diploma in Graphic Design (*Equivalent to a Foundation Degree*)

Certification

Google Data Analytics Professional Certificate ↗

Coursera

Utilizing skills necessary to process, analyze, and visualize data to inform critical business decisions. With tools such as SQL, R, and Tableau.

Digital Marketing Strategist ↗

DigitalMarketer Certification

Equipping brands with strategies to create, execute, and measure effective digital marketing campaigns that convert leads and drive growth.