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SUMMARY

SEO and AEO/GEO leader with over a decade of experience across in-house, agency, and consulting roles. Led SEO and GEO strategy at Pegasystems, increasing visibility across priority AI search prompts by 40% and building a content program that increased output 10x. Experienced in developing organic growth strategies, leading technical and content initiatives, and working across marketing, product, and engineering teams to drive measurable business results.

WORK EXPERIENCE

Pegasystems – Cambridge, MA
Senior Manager, SEO | March 2023 – Present

- Launched a Generative Engine Optimization (GEO) practice, increasing visibility across priority prompts by 40% in 2025–2026 through owned content, earned media, and technical improvements.
- Built an SEO/GEO content program combining cross-functional expertise with AI-assisted workflows, increasing new-page output tenfold and reducing publishing time from months to days in a highly technical niche.
- Delivered 20%+ year-over-year growth in organic traffic and organic-sourced pipeline in 2024–2025, reversing more than four years of declining organic visibility.
- Serve as a Subject Matter Expert (SME) in SEO & GEO, advising web and engineering teams on SEO/GEO strategy, site optimization, and technical health across multiple properties.
- Manage relationships with external agencies responsible for content and creative, evaluating effectiveness and ROI.
- Develop and present SEO/GEO performance reports to senior stakeholders and executives.

Independent Consulting
SEO & Organic Growth Advisor | September 2019 – Present
Concurrent with fulltime roles

- Delivered 10×+ organic traffic growth for multiple clients and increased visibility in AI-generated answers through Answer Engine Optimization (AEO).
- Advise enterprise and SMB clients on organic growth, translating business goals into SEO, GEO, and content strategies.
- Identify and prioritize growth opportunities through technical audits, content analysis, and competitive research.
- Partner with marketing, product, and engineering teams to implement recommendations and measure performance.
- Selected clients: ThredUp, Front, Smartling, Slash, Felt, Vimeo, Raindrop, Kadoa, Superhuman, Polymer

Graphite Growth – San Francisco, CA
Director of Growth | May 2022 – March 2023

- Led organic growth programs for startups and venture-backed technology companies, increasing organic traffic tenfold for multiple clients.
- Achieved 100% retention across managed client accounts.
- Managed and mentored two direct reports and provided guidance to multiple additional team members across client account teams.
- Built growth strategies and business cases with client executives, Analytics, and Finance teams, including opportunity sizing, performance forecasts, and SEO and conversion optimization testing.
- Pitched prospective clients and partnered with the sales team to close multiple six-figure engagements.

SimpliSafe – Boston, MA
SEO Manager | June 2021 – May 2022

- Established the SEO function as the company's first SEO hire, building strategy and capabilities within the ecommerce organization.
- Partnered with product and engineering teams to integrate SEO best practices into website platform and technology migrations.
- Built a dedicated SEO content program, establishing budget and resources and managing the editorial team and publishing calendar.
- Developed and implemented the SEO roadmap with product and engineering teams, presenting forecasts, strategy, and performance to senior leadership.

Invaluable – Boston, MA
Director of Content & SEO | July 2020 – June 2021
Senior Manager, SEO | September 2019 – July 2020

- Led SEO for Invaluable and AuctionZip, the marketplaces' largest customer acquisition channel, achieving record organic traffic, conversions, and revenue.
- Partnered with product and engineering teams to prioritize technical SEO initiatives for a marketplace adding approximately 150,000 new SKUs daily.
- Oversaw freelance writers producing content for a company blog reaching more than 400,000 monthly readers.
- Managed one direct report and led editorial and social content strategy, reporting performance and priorities to executive leadership.

Convertiv - Boston, MA
Senior Digital Strategist | September 2015 – September 2019

- Led integrated digital marketing programs for enterprise clients across ecommerce, technology, healthcare, and travel, spanning SEO, paid search, social media, and account-based marketing.
- Improved marketing performance across pipeline contribution, qualified leads, traffic, and inquiries.
- Owned client relationships, budget planning, and executive reporting, communicating strategy and results to client leadership.
- Managed SEO programs from initial audits through content strategy and technical implementation.

INDEPENDENT PROJECTS

***BeingZen.Com* | Founder |** May 2017 – Present
- Building and growing content site centered around purposeful living, meditation, and mindfulness.
- Achieved page one Google ranking for top target keywords, 1,000+ monthly organic visitors

EDUCATION

Northeastern University | Boston, MA
Bachelor of Science, Graduated Magna Cum Laude

SKILLS/CERTIFICATIONS

ChatGPT/Codex, Claude/Claude Code, Microsoft Copilot, Google Ads Certification, Google Analytics Certification, Facebook Ads, Deepcrawl, Botify, Screaming Frog, SEMRush, Brightedge, MOZ, AdRoll, WordPress, Drupal, Kentico, Optimizely, Hubspot, Front-end web development, Adobe Creative Cloud, Figma

General Assembly | Boston, MA
Front-End Web Development and JavaScript Development Certifications