Mason R.

SENIOR SEO & AI SEARCH SPECIALIST

Technical SEO | AEO | GEO | Organic Growth | Automation

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EDUCATION

Bachelor of Business Administration — 2014

Sheridan College

SKILLS & EXPERTISE

- Technical SEO Audits & Core Web Vitals
- AI Search (AEO, GEO & AI Overviews)
- Entity Optimization & Semantic SEO
- Advanced Schema Markup (JSON-LD)
- Robots.txt, XML Sitemaps & Crawlability
- Canonicals, 301 Redirects & JS SEO
- Keyword Clustering & Search Intent
- High-Quality Link Building & Digital PR
- Local SEO & Google Business Profile (GBP)
- E-Commerce SEO & Conversion Tracking
- GSC, GA4, Screaming Frog, Ahrefs & Semrush
- SEO Automation & Looker Studio Dashboards
- Google Ads & Meta Ads Management

Results-driven **Senior SEO & AI Search Specialist** with over 12 years of hands-on experience scaling organic search visibility, driving sustainable traffic growth, and maximizing conversion revenue across competitive digital landscapes. Expert in uniting **Technical SEO, Generative Engine Optimization (GEO), Answer Engine Optimization (AEO)**, and **AI Overviews visibility** to capture dominant search share across traditional engines and emerging LLM platforms. Proven track record leading enterprise site migrations, resolving indexing and crawl bottlenecks, architecting entity-based JSON-LD schema, and managing high-authority backlink acquisition. Adept at leveraging Google Search Console, GA4, Screaming Frog, Ahrefs, and Semrush alongside automated reporting workflows to deliver measurable organic growth and high-intent customer acquisition for distributed, remote U.S. teams.

PROJECTS & CASE STUDIES

Lifebulb

4,000 TO 100,000+ MONTHLY VISITS

- **Challenge & Organic Scale:** Increased organic traffic from 4,000 to over 100,000 monthly visits (+2,400% growth) by architecting and deploying an end-to-end SEO growth strategy.
- **On-Page & Architecture:** Optimized meta titles, meta descriptions, internal linking structure, and on-page content hierarchy to systematically capture top search rankings and lift click-through rates.
- **Authority & Digital PR:** Executed a high-quality backlink acquisition and blog publishing strategy, resulting in significant growth in organic visibility and domain authority.

Swell Plumbing

SCALED TO 130,000+ MONTHLY VISITS

- **Local & Technical Overhaul:** Increased organic visits to 130,000+ monthly visits by optimizing localized SEO, service landing pages, metadata, internal linking, and technical site performance.
- **Geo-Targeted Content:** Developed and executed a local SEO strategy by optimizing high-intent plumbing service pages, publishing regular Google Business Profile (GBP) updates, and producing localized content that drove dominant rankings across key service areas.
- **Link Acquisition:** Executed an authoritative backlink acquisition campaign that reinforced localized relevance, sustained top-tier map-pack rankings, and generated qualified inbound phone leads.

PROFESSIONAL EXPERIENCE

SEO MANAGER | WEBCITY AGENCY

2021 – Present

- **Enterprise Growth Strategy:** Led enterprise SEO strategies across multiple client websites, combining technical SEO audits, content strategy, and search intent optimization to drive consistent organic traffic and business growth.
- **AEO & GEO Search Innovation:** Developed advanced search optimization strategies, including Answer Engine Optimization (AEO), semantic SEO, entity optimization, structured data, and topical authority to maximize discoverability across Google AI Overviews and modern search experiences.
- **Technical SEO Infrastructure:** Directed large-scale technical SEO initiatives, including complex site migrations, Core Web Vitals improvements, crawl budget optimization, index management, JavaScript SEO rendering, and server log file analysis.
- **Data-Driven Execution:** Measured SEO performance through Google Search Console, GA4, Screaming Frog, Ahrefs, and Semrush; converted complex search data into actionable strategies that improved rankings, conversion rates, and long-term organic growth.

SEO SPECIALIST | ASBURY AUTOMOTIVE

2016 – 2020

- **Intent Mapping & Competitor Intelligence:** Performed comprehensive keyword research, competitor analysis, and search intent analysis to create high-performing SEO strategies for hundreds of automotive service pages, blogs, and landing pages.
- **On-Page & Structural Optimization:** Optimized websites through on-page SEO, internal linking architectures, meta tags, content improvements, image optimization, and structured data to elevate organic search visibility and click-through rates.
- **Diagnostics & Diagnostics Monitoring:** Used Google Search Console, Google Analytics, Screaming Frog, Ahrefs, and SEMrush to monitor site performance, identify organic growth opportunities, and track primary keyword rankings.
- **Backlink Acquisition & Reporting:** Supported off-page SEO by securing quality backlinks through guest posting, digital PR, and outreach while preparing monthly SEO reports and sharing performance insights with stakeholders.

SEO EXECUTIVE | SEO & WEBSITE DESIGN

2014 – 2016

- **Technical Monitoring:** Monitored website performance using Google Search Console and Google Analytics, identified foundational technical SEO issues, and reported diagnostic findings to the development team.
- **Off-Page Campaigns:** Supported link-building activities through guest posting, directory submissions, and digital outreach while maintaining meticulous backlink records.
- **Keyword & Content Optimization:** Assisted with keyword research, on-page SEO implementation, title/meta writing, and content optimization to improve organic search rankings and impressions.

CORE TOOLS & PLATFORMS

SEO & Audit Platforms: Google Search Console, Ahrefs, SEMrush, Screaming Frog SEO Spider, Moz

AI & Next-Gen Search: AI Search / GEO Workflows, ChatGPT, Claude, Perplexity, Gemini, AI Overviews

Analytics & Reporting: Google Analytics 4 (GA4), Google Tag Manager, Looker Studio Dashboards

Technical & CMS: Schema.org (JSON-LD), Core Web Vitals, HTML/CSS, WordPress, Webflow, Shopify

REFERENCE: Professional references provided on request.