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AI CONTENT ENGINEER | SEO
SPECIALIST | FRONT-END DEVELOPER

SUMMARY

AI-driven Content Engineer and SEO Specialist with a background in front-end development, performance optimization, and AI-powered content strategy. Proven success in creating fast, accessible, and high-performing websites with integrated AI tools like ChatGPT, MidJourney, and SEO platforms such as Ahrefs, SEMrush, and Google Search Console. Passionate about blending prompt engineering, technical SEO, and UX principles to create scalable digital solutions that rank, convert, and perform.

SKILLS

- AI Content Engineering & Prompt Design
- Expert in ChatGPT, GPT-4, and MidJourney for content generation, visual design, and workflow automation
- Skilled in prompt engineering, multi-step reasoning, chain-of-thought prompting, and task-specific LLM prompt design
- Hands-on experience with AI-powered writing for SEO blogs, UX copy, product descriptions, metadata, and branding
- Web Development & Performance Optimization
- Proficient in HTML, CSS, JavaScript (ES6), and responsive web design
- Experience with Python and WordPress customization (themes/plugins)
- Optimized websites for perfect 100/100 PageSpeed Insights scores
- Implemented performance strategies including CLS/LCP fixes, image compression, and Core Web Vitals improvements
- UI/UX & Accessibility
- Tools: Figma, Canva, Photoshop, Uizard
- Specialize in WCAG 2.2-compliant design using semantic HTML
- Developed wireframes, design systems, and accessible layouts for mobile and desktop platforms
- SEO Strategy & Analytics
- Proficient with Ahrefs, SEMrush, and Google Search Console
- Created and optimized schema markup, technical SEO fixes, and long-tail keyword strategies
- Built and managed content strategies using clustering, topic authority, and search intent modeling
- Content Marketing & Digital Branding
- Created branded content and visuals for eCommerce stores, blogs, and portfolios
- Skilled in repurposing content across formats (article > infographic > video)
- Experience with storytelling, campaign planning, and conversion-optimized landing pages

PROFESSIONAL EXPERIENCE

Allison's Stock Inc.

Freelance Web Designer & E-Commerce Specialist

2023 - Present

- Founded and operated a portfolio of branded e-commerce and content websites, including Etsy stores and AI-powered platforms like Tech Trends and Sports Tube Community.
- Designed and developed responsive, SEO-optimized websites using HTML, CSS, and accessibility standards—achieving 100/100 PageSpeed Insights scores and strong Core Web Vitals.
- Created and published long-form articles across Medium, Hashnode, and portfolio blogs using ChatGPT and prompt engineering techniques for AI-generated journalism.
- Engineered workflows with MidJourney and ChatGPT to automate branded content, product visuals, and keyword-optimized copywriting.
- Conducted advanced SEO strategy using tools like Ahrefs, SEMrush, and Google Search Console, integrating schema markup, metadata, and long-tail keyword targeting.
- Built repeatable, scalable systems combining AI content creation, technical SEO, and design automation—ideal for content-heavy, subscription-based, or platform-driven businesses.

Freelance Projects & Client Work

Web Designer | Content Strategist | UX Consultant

2008 - Present

- Designed and deployed accessible, user-friendly layouts for small business websites, including a WordPress redesign for Parent Tech Support, improving navigation, engagement, and video integration.
- Ensured WCAG compliance and mobile responsiveness for client sites, supporting inclusive access and professional representation.
- Translated client and business goals into tailored content solutions—building subscription-ready platforms with clear UX and conversion focus.
- Led financial and operations strategy at Elite Services, sharpening client relations, accuracy, and customer experience—skills now leveraged in web development and content creation.



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EDUCATION

- **Devlopes Academy** – Full Stack Engineer Career
Path Front-End & Back-End Web Development · WCAG · AI- Powered Web Solutions · WordPress
· UX/UI · E-Commerce · SEO · Prompt Engineering
- **Codecademy** – Generative AI for Everyone
LLMs · Prompt Design · AI Content Creation · Responsible AI Use · NLP
- **freeCodeCamp** – Full Stack Developer Certificate
JavaScript · Responsive Design · Frameworks · Version Control · E-Commerce
- **HubSpot Academy**
 - SEO & SEO II
 - Content Marketing & Content Strategy

CERTIFICATIONS & TRAINING

- **ChatGPT Prompt Engineering for Developers** – DeepLearning.AI (Jun 2025)
 - Advanced strategies for designing, testing, and optimizing AI prompts for real-world applications using OpenAI APIs.
- **Generative AI for Everyone** – Codecademy (Jun 2024)
 - Covers prompt engineering, ethical AI use, LLM mechanics, and real-world applications in content creation, automation, and design.
- **SEO, SEO II, Content Marketing, Content Strategy** – HubSpot Academy (Nov 2024)
 - Mastered advanced SEO, keyword strategy, content planning, clustering, technical SEO, and performance optimization.
- **Responsive Web Design** – freeCodeCamp (Apr 2023 – Sep 2024)
 - Completed 300-hour certification focused on HTML, CSS, JavaScript, and responsive UI.
- **Full Stack Engineer Career Path** – Devlopes Academy (Aug 2024 – Dec 2025, In Progress)
 - Covers front-end/back-end development, WordPress, performance optimization, accessibility, and AI content engineering.
- **Getting Started with AI Prompt Engineering** – Fiverr Learn

ACHIEVEMENTS AT A GLANCE

- **Developed 6 full websites from scratch**, integrating HTML, CSS, JavaScript, WordPress, and AI-powered content workflows for complete site delivery
- **Achieved 100/100 PageSpeed Insights scores** on multiple projects by optimizing LCP, CLS, image rendering, and font performance
- **Built dedicated blog and video content pages** for freelance clients to enhance UX, engagement, and site structure using SEO-driven layout and AI content
- **Created structured data (JSON-LD)** for over 30+ articles, including Article, FAQ, and Breadcrumb schema for improved indexing and search visibility
- **Engineered scalable SEO + AI content workflows** using ChatGPT, Claude, and MidJourney to generate long-form articles, metadata, and branded visuals
- **Implemented advanced keyword strategies** using Ahrefs, SEMrush, and GSC—targeting content clusters and long-tail search intent
- **Improved average mobile LCP by 1.2s** across projects through image compression, font loading optimization, and lazy loading.