AS Allison Stock Inc

AI CONTENT ENGINEER | SEO
SPECIALIST | FRONT-END DEVELOPER

325-262-7085 📞

gallison.eliteservices@gmail.com ✉

6501 7 St., Lubbock 🏠

https://gennyallison.netlify.app/ 🌐

www.linkedin.com/in/genny-allison 🌐

Dear Hiring Team,

I'm reaching out to express my interest in roles in AI content engineering, SEO strategy, prompt-based content workflows, or front-end development. I build websites and content systems that are fast, accessible, and search-friendly— combining a strong design eye with a deep understanding of automation and optimization.

Through my recent projects, like Tech Trends Blog and Sports Tube Community, I've had the chance to bring together everything I love: clean code, intuitive UX, and AI-powered content creation. I use tools like ChatGPT, MidJourney, and Ahrefs to generate long-form articles, branded visuals, and SEO-optimized layouts that consistently earn top scores for performance and accessibility.

My path into this field started with running small businesses, designing everything myself, and learning to code to bring ideas to life. Today, I work with everything from HTML/CSS and JavaScript to schema markup and prompt engineering. I enjoy turning content-heavy platforms into scalable, user-centered experiences that perform beautifully and rank well.

If you're looking for someone who can bridge content, design, and technical SEO —with a strong grasp of AI workflows—I'd love to connect. Thank you for taking the time to explore my work. I'd love to connect.

Warm regards,
Genny Allison

AS
Allison Stock Inc

AI CONTENT ENGINEER | SEO SPECIALIST | FRONT-END DEVELOPER

325-262-7085

gallison.eliteservices@gmail.com

6501 7 St., Lubbock

https://gennyallison.netlify.app/

www.linkedin.com/in/genny-allison

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 & Prompt Engineering: Skilled in ChatGPT and MidJourney for generating SEO content, UI copy, and branded imagery. Experienced in prompt design for automation, writing, and research workflows.
- Front-End Development & Performance: Proficient in HTML, CSS, JavaScript. Achieved 100/100 PageSpeed Insights scores; optimized LCP, CLS, and Core Web Vitals.
- UI/UX Design & Accessibility: Specialized in responsive, WCAG-compliant design using Figma, Photoshop, and semantic HTML for inclusive user experiences.
- SEO & Structured Data: Hands-on with Ahrefs, SEMrush, and GSC. Implemented schema markup, technical SEO strategies, and long-tail keyword targeting.
- Branding & Digital Design: Created full design systems using Canva, Kittl, and Adobe tools for eCommerce and content platforms.
- Business & E-commerce Strategy: Background in client relations, digital storefronts, and subscription-based models with automation and market insight.

EDUCATION

- **Codecademy** – **Full Stack Engineer Career Path** (Certification in HTML, CSS, JavaScript, Python)
- **Devslopes** – **Full Stack Engineer Career Path** (Certification in HTML, CSS, JavaScript)
- **LinkedIn Learning** – Web Accessibility for Developers (**WCAG Compliance Focus**), **UI/UX** Design
- **freeCodeCamp** – **Responsive Web Design** (300-hour certification)
- **Coursera** – **UX/UI Design**, **Google UX Design**

CERTIFICATIONS

- **Codecademy** – Full Stack Engineer Career Path (Certification in HTML, CSS, JavaScript, Python)
- **Devslopes** – Full Stack Engineer Career Path (Certification in HTML, CSS, JavaScript)
- **LinkedIn Learning** – Web Accessibility for Developers (WCAG Compliance Focus), UI/UX Design
- **FreeCodeCamp** – Responsive Web Design (300-hour certification)

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.