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Genny Allison

AI-POWERED SEO & CONTENT STRATEGIST |
UX-FOCUSED WEB DEVELOPER

SUMMARY

AI-powered SEO strategist, web developer, and content creator with formal training and certifications in SEO, web development, content marketing, and AI-driven content creation. Skilled at building fast, accessible, high-performing websites that blend technical SEO, user-first design, and tools like ChatGPT and MidJourney to deliver search-optimized, engaging digital experiences. Experienced in prompt engineering, qualitative research, and data analysis to enhance content quality and user outcomes. A proactive problem-solver and lifelong learner who thrives in collaborative, inclusive, and innovation-focused environments.

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 operate Allison Stock Inc., delivering AI-powered content creation, SEO, and web development solutions.
- Create and manage AI-driven content workflows using ChatGPT, MidJourney, Canva, and prompt engineering to generate high-quality articles, branded visuals, and optimized product content.
- Develop and publish SEO-optimized blog articles, integrating keyword research, schema markup, metadata, and long-tail targeting to improve search rankings and drive traffic.
- Design and optimize fast, accessible websites (HTML, CSS, WordPress, JavaScript) aligned with WCAG standards and achieving 100/100 PageSpeed Insights scores.
- Lead freelance projects for small businesses, including custom websites and e-commerce solutions, with a focus on user-first design and performance.
- Implement advanced SEO strategies using SEMrush, Ahrefs, and Google Search Console, aligning AI content with technical SEO best practices.

Additional Professional Experience

Business Owner | Floral Buyer | Finance Director 2008 - 2025

- **Owner/Director - Allison's Daycare**
 - Founded and operated a licensed in-home daycare focused on early childhood development, safety, and social skills. Managed daily operations, curriculum planning, parent relations, compliance, and business administration.
- **Finance Director - Elite Services**
 - Directed financial operations for a water purification business, overseeing contracts, financing approvals, compliance, and reporting. Improved workflows, strengthened lender relationships, and enhanced client satisfaction through transparent, efficient processes.
- **Floral Buyer - Affiliated Foods, Inc.**
 - Promoted from secretary to department lead, becoming the youngest full-time buyer in company history. Managed vendor relationships and negotiated pricing across multiple suppliers. Oversaw inventory planning and purchasing to ensure availability, accuracy, and profitability. Led seasonal sales strategies and coordinated logistics for timely delivery and merchandising across retail locations.

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EDUCATION

- **Devslopes 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 · Javascript · HTML · CSS
- **Codecademy** – Generative AI for Everyone LLMs · Prompt Design · AI Content Creation · Responsible AI Use · NLP · Python · Javascript · HTML · CSS
- **freeCodeCamp** – Web Development · Javascript Responsive Design · Frameworks · Version Control · E-Commerce

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.

CERTIFICATIONS & TRAINING

Introduction to Prompt Engineering for Generative AI

LinkedIn Learning · Issued Jun 2025

Credential ID:

8238352f8b5db2d5d7bebeaad3d55d3b383eb501077b34a8a012ce37fb360763

Skills: Prompt Engineering · Generative AI · Large Language Models (LLMs) · AI Content Creation

Generative AI for Digital Marketers

LinkedIn Learning · Issued Jun 2024

Credential ID:

afc6a1f7d076f8e808bd39ac2a5d625fe02380b8c55c8d5ab9c0d9101dac6a6a

Skills: Generative AI · Digital Marketing · AI Content Creation · Prompt Engineering

What Is Generative AI?

LinkedIn Learning (endorsed by NASBA) · Issued Jun 2025

Credential ID:

59311c684d630d10a74116b4640061a8114608e3d66b3391f2771c2e3ba7c1a3

Skills: Generative AI · Artificial Intelligence (AI) · Generative AI Tools

Earned 2.0 CPE credits through the National Association of State Boards of Accountancy (NASBA)

Prompt Engineering with ChatGPT

(LinkedIn Learning Issued Jun 2025):

Credential ID:

233e87cd2981c44e94b839d53b6cf871c46b33241e47a34c22ec20e849b9f492

Skills: Prompt Engineering · ChatGPT · Natural Language Processing (NLP) · AI Content Engineering

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CERTIFICATIONS & TRAINING CONTINUED

Responsive Web Design Certification **(freeCodeCamp Issued Jun 2024)**

Credential ID: allison2002-rwd

Skills: Responsive Design · Semantic HTML · WCAG Compliance · CSS Flexbox & Grid

Learn Python 3 Course **(Codecademy Issued Jan 2024)**

Credential ID: 65B1D57FBD

Skills: Python Programming · Object-Oriented Programming (OOP) · File Handling · Data Structures

Learn Javascript Course **(Codecademy Issued Nov 2024)**

Credential ID: CB2AA1EA-D

Skills: JavaScript Syntax (ES6+) · Object-Oriented Programming (OOP) · Functions & Scope · Conditional Logic · Loops & Iteration · Arrays & Array Methods

Content Marketing Certification **(HubSpot Academy · Issued Nov 2024 · Expires Nov 2026)**

Credential ID: 47cba141b391481d865b2d2208ac8eda

Skills: Content Strategy & Planning · SEO Content Creation · Audience Engagement · Performance

Analytics Note: Course now retired, certificate remains verifiable via HubSpot.

SEO Certification

(HubSpot Academy · Issued Nov 2024 · Expires Dec 2025):

Credential ID: aa1dbda5b2a9498f9c9dfd5ac136c7c

Skills: On-Page SEO · Technical SEO · Keyword Research · SEO Analytics
Also completed: Content Strategy (no certificate issued)

SEO II Certification

(HubSpot Academy · Issued Nov 2024 · Expires Dec 2025)

Credential ID: fbae9f0b92f6477bb4449f06e15491b7

Skills: Advanced SEO Strategy · Topic Clustering · Technical SEO Enhancements