Allison Stock Inc

AI CONTENT ENGINEER | SEO SPECIALIST | FRONT-END DEVELOPER

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SUMMARY

AI-Driven SEO Strategist & Content Specialist focused on building high-performing, search-optimized content that ranks, engages, and converts. I leverage tools like ChatGPT, SEMrush, and Google Search Console to streamline the full content lifecycle—from keyword research and AI-assisted writing to structured HTML, schema markup, and technical SEO audits. Skilled in performance optimization, semantic SEO, and scalable editorial workflows, I deliver measurable results fast. Comfortable in cross-functional, fast-paced environments where AI, innovation, and precision matter.

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

- **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 CONTINUED

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

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)

Generative AI for Digital Marketers
LinkedIn Learning · Issued Jun 2024
 Credential ID:
afc6a1f7d076fbe808bd39ac2a5d625fe02380b8c55c8d5ab9c0d9101dac6a6a
Skills: Generative AI · Digital Marketing · AI Content Creation · Prompt Engineering

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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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

SEO Certification
HubSpot Academy · Issued Nov 2024 · Expires Dec 2025
 Credential ID: aa1dbda5b2a9498f9c9df1d5ac136c7c
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 Nov 2026
 Credential ID: fbae9f0b92f6477bb4449f06e15491b7
Skills: Advanced SEO Strategy · Topic Clustering · Technical SEO
Enhancements

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.