

ADEYEMI ADETILEWA

SEO Manager | B2B SaaS | AI-Driven Search & Multi-Brand Growth

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PROFESSIONAL SUMMARY

SEO Manager with 10 years of hands-on experience leading organic growth strategies for B2B SaaS, fintech, ecommerce, and digital-first brands. Proven ability to autonomously manage SEO roadmaps across multiple brands, recover performance following Google algorithm updates, and scale traffic through structured on-site and technical optimisation.

Deep expertise in keyword research and mapping, on-page optimisation, technical SEO fundamentals, reporting, and KPI alignment. AI-literate SEO practitioner experienced in Answer Engine Optimization (AEO) and Generative Engine Optimization (GEO), strengthening brand visibility across AI-powered search platforms and LLM-driven discovery environments.

Trusted partner to founders and marketing teams in remote, multi-brand settings. Accepted member of ForbesBLK, Forbes' global community for entrepreneurs and professionals.

CORE SEO SKILLS

On-site & Content SEO

- Advanced keyword research and keyword mapping
- On-page optimisation (HTML structure, headings, internal links)
- Contextual signals and semantic optimisation
- Content audits and structured refresh programs
- SEO optimisation for blog posts and landing pages

Technical SEO Fundamentals

- Crawlability and indexation improvements
- Site architecture and internal linking strategy
- SEO requirement briefing for developers
- Familiarity with HTML/CSS and web technologies
- WordPress and Elementor implementation

AI-Driven SEO (AEO & GEO)

- Answer Engine Optimization (AEO)
- Generative Engine Optimization (GEO)
- Entity-based SEO and brand profiling
- LLM-aware content optimisation
- AI-assisted SERP, competitor, and query analysis
- AI workflow acceleration for research and optimisation

Reporting & Analysis

- Google Analytics (GA4)
- Google Search Console
- Rank tracking and competitor analysis
- Google Sheets for SEO reporting
- KPI-driven performance measurement

Collaboration & Portfolio Ownership

- Managing SEO across multiple SaaS brands
- Monthly SEO roadmap planning and prioritisation
- Stakeholder communication and knowledge sharing
- Remote, cross-functional collaboration

EXPERIENCE

SEO Manager / Content Marketing Manager (Contract)

IPB Digital Network | Remote | 2015 – Present

Own and execute SEO strategy for a portfolio of B2B SaaS, fintech, AI, and ecommerce brands within a multi-brand marketing structure.

- Independently manage SEO roadmaps across multiple brands, covering keyword research, on-site optimisation, technical improvements, reporting, and performance tracking.
- Led SEO recovery following a Google algorithm update, increasing organic traffic from 2,000+ to 27,000+ monthly visitors within 3 months through structured audits and optimisation.
- Executed technical SEO initiatives, including crawl optimisation, internal linking restructuring, and content refresh programs to restore rankings and improve indexation.
- Achieved and maintained Domain Authority 60 and Page Authority 46, with a 75% do-follow backlink profile and 1% spam score, reinforcing long-term authority and ranking stability.
- Improved overall SEO health score to 60%+ through structured on-site improvements and keyword alignment.

AI Search Visibility & Generative Engine Optimisation

- Designed and implemented Answer Engine Optimization (AEO) strategy to improve brand entity recognition across AI-powered search environments through structured PR placements and authoritative third-party citations.
- Increased accuracy of brand profiling in answer engines by strengthening contextual signals, entity consistency, and off-site authority.
- Executed a Generative Engine Optimization (GEO) initiative to influence LLM-driven recommendations, improving the visibility of a medical ecommerce store in AI-generated responses to local commercial-intent queries.
- Aligned content structure, off-site authority signals, and entity positioning to expand discoverability beyond traditional SERPs into AI-powered discovery channels.
- Integrated AEO and GEO initiatives into broader SEO roadmaps to support sustainable brand authority across evolving search ecosystems.

Additional Responsibilities

- Implement on-site SEO enhancements to ensure correct keyword placement, contextual depth, and optimised HTML page structures.
- Support content releases by uploading and optimising blog posts and landing pages directly in WordPress.
- Use GA4, Google Search Console, Ahrefs, SEMrush, and Google Sheets for performance analysis and KPI reporting.
- Translate SEO requirements into clear briefs for developers and communicate strategy effectively to non-technical stakeholders.
- Apply AI tools (ChatGPT, Gemini, Grok, Claude) to accelerate research, analysis, and optimisation workflows.

eCommerce SEO Specialist

Digi Clinicaid Limited | Remote | 2016 – 2025

Led SEO and AEO for a regulated, multi-vendor medical ecommerce marketplace.

- Owned SEO strategy for product pages, category structures, and acquisition-focused content.
- Optimised site architecture and internal linking to improve crawl efficiency and keyword visibility.
- Increased conversion rates by 55% through SEO-led audits, improved messaging, and UX-aligned optimisation.
- Strengthened trust signals and compliance-aligned content to support both SEO performance and customer confidence.

SEO Content Specialist & Backlink Manager

21st Branding LLC | Remote | 2016 – 2017

- Conducted keyword research, competitor analysis, and on-page optimisation for B2B tech and SaaS clients.
- Built authority through strategic backlink acquisition and thought leadership publishing.

Freelance SEO & Content Specialist

Fiverr | 2015 – 2016 | Remote

- Delivered blog posts, SEO audits, keyword research, and on-page optimisation for early-stage startups.

THOUGHT LEADERSHIP & AFFILIATIONS

ForbesBLK Member: Accepted member of Forbes' global community for entrepreneurs and professionals.

AdeyemiAdetilewa.com: Personal blog covering SaaS tools, AI, and digital growth strategies.

Selected Publications: [Hackernoon](#), [HuffPost](#), [Buzzfeed](#), [Thrive Global](#), [Tweak Your Biz](#), [Addicted2Success](#), [The Good Men Project](#)

EDUCATION

B.Sc. Engineering Physics, Obafemi Awolowo University – 2015

CERTIFICATIONS

- **Career Essentials in Generative AI** by Microsoft and LinkedIn – June 2025
- **A Content Marketer's Guide to Responsible AI** (LinkedIn) - June 2025
- **Ethics in the Age of Generative AI** (LinkedIn) - June 2025
- **Introduction to Prompt Engineering for Generative AI** (LinkedIn) - June 2025
- **Content Marketing**, HubSpot Academy – 2017
- **Fundamentals of Digital Marketing**, Google/IAB Europe – 2017

ADDITIONAL CAPABILITIES

- AI-assisted SEO research and workflow optimisation
- Experience managing SEO across multiple SaaS brands simultaneously
- Strong autonomy in remote, low-bureaucracy environments