

# Marcos Clavier

AI Automation & Content Specialist

Calgary, AB  
+1 (825) 4883614  
marcos.clavier@outlook.com

## Summary

Since 2016, I've specialized in developing and deploying AI-driven workflow automation solutions to optimize SEO, content creation, and business processes. Proficient in leveraging advanced AI tools, including Langchain, Coding LLMs, Python, and large language models, I design scalable automation systems that enhance efficiency, drive organic traffic, and improve performance metrics. My work has impacted over 30 million users daily through innovative AI applications. Fluent in English, French, and Spanish.

## Education

### Masters in Business Administration

University of Illinois (Remote, Part-Time) | Jul 2023 - Present

### Bachelor of Arts, Economics

University of Lethbridge, AB, Canada | Sept 2011 - Dec 2013

## Professional Experience

### High Tide Inc. *TSXV:HITI*

Programmatic SEO & AI Workflow Automation Manager | July 2024 - Present

Spearheaded AI-driven automation initiatives for Canada's largest Cannabis eCommerce platforms, developing custom workflows to streamline SEO and content optimization. Built and managed a private API using Ubuntu, Python, Langchain, Ollama, Google Sheets, and Google Apps Script to automate large-scale processes, enhancing site performance and scalability.

- Designed and implemented AI agents using Langchain and Coding LLMs to automate scraping and rewriting of product descriptions, and image alt text, integrating Google Search Console data to improve SEO, readability, and conversion rates, resulting in a 15% increase in product traffic and a 5% increase in conversion rate.
- Developed automated workflows for Meta title and description optimization, leveraging GSC keyword insights and Python-based AI scripts to boost click-through rates by 10% and enhance organic search visibility.

- Created scalable automation pipelines for data extraction, content analysis, and LLM processing, reducing manual effort and driving traffic growth.

*Tools:* Langchain, Python, Google Apps Script, Ubuntu, Google Sheets, Google Search Console, Ollama, Llama 3.1, Gemma 2, VSCode.

## **Search Leads**

Operations Lead (AI & SEO Automation) | January 2024 - July 2024 (8 months)

Led AI-powered SEO automation and link-building initiatives to enhance eCommerce brand visibility and search rankings across multiple regions. Utilized Langchain and Python to develop custom AI agents for content creation and process optimization, managing a cross-functional team to scale outreach and improve organic traffic.

- Built an AI-driven tool using Langchain and Coding LLMs to automate guest post identification and content generation, reducing time-to-publish by 40% and scaling outreach efforts.
- Managed a USD 85,000 monthly budget for international link-building, securing high-quality guest posts in 6 countries to boost domain authority.
- Directed a team of two engineers and three remote link builders, overseeing AI workflow strategies and optimization of link-building campaigns.

*Tools:* Langchain, Python, Google Apps Script, Google Sheets, Google Search Console, GPT-4o, Ahrefs, SEMrush, VSCode, WordPress.

## **resulta**

Senior SEO & AI Automation Specialist | November 2022 - December 2023 (1 year)

Drove AI adoption for a Nova Scotian marketing agency managing 100+ affiliate sites, focusing on keyword optimization, content automation, and SEO performance. Developed AI workflows using Python and LLMs to streamline content strategies and reporting.

- Implemented AI-driven keyword optimization and content generation using SurferSEO and GPT-4, enhancing performance for five websites in Finance, Tech, and Crypto.
- Automated SEO reporting and strategy evaluation, integrating Google Analytics, Google Sheets, and JavaScript to deliver weekly performance insights to leadership.
- Designed AI workflows to optimize content creation processes, reducing manual effort and improving content scalability.

*Tools:* JavaScript, SurferSEO, GPT-4, Google Search Console, Google Analytics, Ahrefs, Screaming Frog, WordPress, VSCode.

## **MindGeek**

Product Owner (SEO & AI Automation) | June 2018 - July 2022 (4 years)

Managed a portfolio of five WordPress affiliate and eCommerce websites generating 4.5M monthly visits and USD 500,000 annually, focusing on AI-driven SEO and automation solutions. Led the development of custom WordPress plugins to enhance site performance and scalability.

- Developed three AI-powered WordPress SEO plugins using Python and LLMs: one for auto-de-indexing thin pages, another for AI-generated metadata, and a third for an internal AI-driven search algorithm.
- Designed automation workflows to streamline link-building and content optimization, integrating data from tracking tools to enhance SEO strategies.
- Managed link-building budgets and implemented AI tools to improve efficiency and domain authority.

*Tools:* Php, WordPress, SEMrush, Ahrefs, Similarweb, Majestic, Screaming Frog, Scrapebox, Google Data Studio, HTML, CSS, VSCode.

### **App Store Optimization Specialist | July 2018 - July 2022 (4 years)**

Led app store optimization, achieving a 33x increase in monthly downloads (to 125,000) in 8 months for Android and iOS apps through automated testing and content workflows.

- Built automated A/B testing pipelines using Mobileaction to optimize app store listings and increase download rates.
- Developed scripts to analyze user data and automate metadata updates, improving app visibility and performance.

*Tools:* Python, Mobileaction, AppAnnie, Google Play Console, AppTweak, VSCode.

### **William Foukes Laboratory - MUHC/JGH**

Web Design & Data Automation Specialist | May 2016 - June 2018 (2 years)

Managed digital projects under Dr. William Foukes, focusing on AI-driven web development and data automation for biomedical research. Developed tools to streamline data collection and sharing.

- Designed and developed <https://www.dicer1syndrome.ca>, a pioneering website and cloud database for laboratory resource sharing, using WordPress and custom plugins.
- Built Mipogg, an AI-powered medical diagnosis tool for selected cancer types, integrating PHP and conditional logic for data processing.
- Automated genetic data collection workflows, contributing to a BMI article (<https://pubmed.ncbi.nlm.nih.gov/33875564/>).

*Tools:* Python, WordPress, HTML, CSS, SQL, Excel, Access, VSCode.