STEVE R GIBSON

✉ skyabove@gmail.com   📱 951-760-0896   🌐 www.stevergibson.com   ◎ Austin, Texas   in https://www.linkedin.com/in/stevergibson/

Hiring Committee, Search Leadership

I'm excited to apply for your Digital Marketing role. I've spent 12+ years at the intersection of paid and organic search, building AI-first, performance-obsessed programs and leading high-caliber SEM/SEO teams for complex, multi-brand portfolios. What draws me to this position is your insistence on measurable client impact and your forward stance on LLM optimization across paid and organic, exactly where I've been operating and innovating.

As VP Group Director at Canvas Worldwide, I managed $90MM+ in annual media across marquee brands (Hyundai, Kia, Genesis, Heineken, Breville, and more) while leading an elite team of 15 specialists and client leads. I owned forecasting, pacing, quarterly planning/QBRs, and executive-level storytelling, pairing rigorous analytics with clear strategic POVs. At RB Import Group (2020–2025), I designed an AI-powered, full-funnel program linking CTV/Display prospecting to high-intent search capture, standardized frequency/geo/daypart rules, and launched Google's beta Vehicle Listing Ads. Result: a 17% sales lift and category-leading local share. Earlier, I merged Paid Search and SEO teams for Mazda, cross-training Display/Programmatic to lower CPCs and improve handoffs; we also built YouTube + Search Super Bowl-week strategy that became the highest-viewed auto SB spot on YouTube without buying in-game, extended through sequential video remarketing.

What I'll bring on day one:
- LLM-era Search leadership (paid + organic): I've operationalized Answer-Engine/LLM visibility into search roadmaps—connecting technical/semantic SEO, content velocity, and entity authority with paid query mapping, audience ladders, and automation. This creates durable "AEO/AIO" lift while reducing wasted spend in SEM/PMax/Demand Gen.
- Enterprise-grade SEM execution: deep hands-on chops across Google Ads (Search, Shopping, YouTube, PMax, App), Microsoft Ads, DV360/Programmatic, audience design, and incrementality testing plus the discipline of portfolio bidding, diminishing-returns analysis, and budget reallocation frameworks.
- Team building at scale: I've hired, mentored, and retained senior ICs and managers, created progression ladders, instituted QA/search governance, and run agency-wide training to raise the floor and the ceiling simultaneously.
- Vendor alpha/beta partnerships: close collaboration with Google/Bing and key platforms to secure early access (e.g., VLAs), translate betas into performance hypotheses, and templatize wins across the book.
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How I'd approach my first 90 days:
1. Audit & Align: Run a dual lens across accounts, SEM efficiency and LLM/SEO readiness (tech/content/visibility). Establish clear north-star KPIs and a shared paid-organic scoreboard.
2. Roadmap & Testing: Stand up a quarterly Search + LLM optimization roadmap: entity/intent maps for SEO, audience/query matrices for SEM, plus a structured experimentation backlog (YouTube creative sequencing, Demand Gen audience tests, PMax asset group splits, value-based bidding thresholds, and offline-signal ingestion where applicable).
3. Scale the Team: Calibrate roles, launch a Search Academy (playbooks for forecasting, pacing, QA, and client storytelling), and institute executive-ready QBR templates with narrative clarity.
4. Growth Engine: Partner with your growth team on scoping/pitches, packaging LLM-optimization POVs, and codifying repeatable case-study narratives that win renewals and net-new revenue.

I've led senior-level conversations from VP to C-suite, owned seven- and eight-figure budgets, and served as an escalation point on high-stakes accounts, always with a calm, data-driven posture and a bias to action. The chance to help Monks scale a world-class Search organization—one that fuses SEM excellence with LLM-aware SEO to deliver outsized ROI—has me genuinely fired up. I will submit my application via monks.com/careers per your security guidance. Thank you for your time—looking forward to the conversation.
Warm regards,
Steve Gibson