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Summary

Results-driven SEO strategist and e-commerce consultant with over 20 years of experience leading innovative AI-driven marketing, automation, and technical SEO strategies. Skilled in leveraging cutting-edge tools like GPT-based AI, Adobe Analytics, predictive analytics, and structured data to optimize campaigns, enhance visibility, and drive measurable business results. Expert in collaborating with cross-functional teams and integrating AI-powered workflows to scale operations and improve efficiency.

Core Competencies

- **Digital Marketing & SEO:** Technical SEO, competitive analysis, keyword research, AEO strategies
 - **Web & Marketing Analytics:** Adobe Analytics, Google Analytics, behavior tracking, reporting dashboards
 - **E-Commerce & Platforms:** Shopify, BigCommerce, WooCommerce, omnichannel marketing
 - **Programming & AI Tools:** Python, JavaScript, Bolt.New, Windsurf, GPT integrations, Visual Studio Code (VSCode)
 - **Automation & Strategy:** AI-driven automation, CRM workflows, scalable operations, predictive modeling
 - **Leadership:** Agile project management, team development, cross-functional collaboration
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Professional Experience

FOUNDER & SEO STRATEGIST | SpotCircuit | 2018 - PRESENT

- Designed and implemented AI-assisted PPC campaigns, achieving a 40% increase in ad ROI and reducing customer acquisition costs for e-commerce clients.
- Optimized technical SEO frameworks for Shopify and BigCommerce stores, enhancing search visibility and organic traffic by up to 50%.
- Built AI-driven product recommendation systems, integrating GPT technology to improve customer engagement and conversion rates.

- Conducted in-depth web and marketing analytics using Adobe Analytics and Google Analytics to refine campaign performance and optimize user experience.
- Directed multi-channel marketing strategies, incorporating predictive analytics to inform bidding strategies, free shipping thresholds, and seasonal promotions.
- Led cross-functional teams to develop scalable e-commerce solutions, integrating CRM systems, custom APIs, and automation workflows to streamline operations.

E-COMMERCE & DIGITAL MARKETING CONSULTANT | StarCityGames.com (Contract through SpotCircuit) | 2020 - 2024

- Executed comprehensive SEO audits and implemented structured data enhancements, increasing product visibility across Google and Bing Shopping feeds.
- Introduced AI-driven solutions for optimizing shipping logistics, reducing costs by 20% and improving delivery timelines.
- Managed paid search campaigns with advanced keyword segmentation and dynamic ad strategies, achieving a 25% growth in click-through rates.
- Developed chatbot integrations for customer service, reducing response times and increasing resolution rates by 30%.
- Utilized Adobe Analytics to track customer behavior across web and mobile platforms, driving data-informed marketing decisions.

SENIOR WEB APPLICATION MANAGER | Dynology Corp. | Vienna, VA | 2006 - 2009

- Managed a team of 5 developers in designing and deploying enterprise-level Node.js and SharePoint applications.
- Integrated AI tools to enhance client insights and reporting accuracy through data analysis.
- Implemented Agile project management techniques, improving project delivery time by 30%.
- Developed solutions using Python, JavaScript, and SQL for data processing and automation.
- Collaborated with clients to gather requirements and deliver customized software solutions.

DATA ANALYST & WEB DEVELOPER | Verizon | Ashburn, VA | 1999 - 2006

- Developed and maintained web applications for telecommunications data reporting and analysis.
- Created interactive data visualization tools using D3.js and Tableau, providing actionable insights.
- Collaborated with cross-functional teams to optimize data collection and reporting processes.
- Automated data extraction and transformation using Python and SQL, reducing manual workload by 50%.
- Assisted in migrating legacy systems to modern web platforms.

Education Virginia Tech - Pamplin College of Business

B.S. in Management Science & Information Technology, Minor in History (Graduated 1998)

Skills & Certifications

- **SEO & Digital Marketing:** Technical SEO, AEO, AI-driven PPC, e-commerce strategy
 - **E-Commerce Platforms:** Shopify, BigCommerce, WooCommerce
 - **Programming & AI Tools:** Python, GPT integrations, Google Cloud Functions, Bolt.New, Windsurf, JavaScript, Visual Studio Code (VSCode)
 - **Web & Marketing Analytics:** Adobe Analytics, Google Analytics, predictive modeling
 - **Automation & Integration:** CRM workflows, marketing automation, custom APIs
 - **Certifications:** Google Analytics (Exp. Apr 2024), Google Ads Apps (Exp. Apr 2024), Python for Data Science & AI (Coursera)
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Achievements

- Increased organic traffic by 50% for Shopify stores through advanced technical SEO optimizations.
- Achieved a 40% improvement in PPC ROI by integrating AI-assisted bidding strategies.
- Designed predictive models for free shipping thresholds, driving a 20% increase in customer orders.
- Implemented chatbot systems that enhanced customer satisfaction and reduced support costs by 30%.
- Scaled BnBTobacco.com to \$15M in annual revenue through data-driven marketing and AI tools.
- Leveraged Adobe Analytics to track and analyze customer interactions, optimizing marketing strategies for increased engagement and conversions.