

Rebekah Griffin

SEO & AEO Strategist | Structured Data + User Intent | Voice Search & AI-Driven Optimization | High-Impact Content & Email Marketing | Copywriting & Branding

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Professional Summary

Strategic and data-driven digital marketer with 10+ years of experience helping small businesses, startups, and creative brands grow online visibility through the integration of content, SEO, clear data, user experience, and storytelling. Proven success in growing email lists, increasing organic traffic, and enhancing visibility in today's evolving search landscape—including AI-generated answers (AEO) and voice search. Skilled at identifying high-value keywords aligned with user intent and business goals, and crafting content strategies that drive relevant traffic and meaningful engagement.

Core Skills and Tools

- Local SEO | On-Page SEO | Off-Page SEO | AEO | Voice Search Optimization | Content Strategy | Brand Strategy
- Keyword Research | Structured Data | Email Marketing | Lead Generation
- SEO Tools: Google Analytics (GA4) | Google Search Console | Ahrefs | SEMrush | Screaming Frog | Meta Suite
- CMS & Email Platforms: WordPress | Shopify | MailerLite | ConvertKit | Mailchimp | HubSpot | Google Suite
- Automation & Design: Canva | Zapier | Hubspot | Buffer

Professional Experience

SEO Content Strategist & Brand Consultant

SaaS Start-Up (Remote, NY-based) 2021–2024

- Developed and led the SEO and brand content strategy during startup launch, increasing organic traffic by 70% within the first 6 months.
 - Shifted content strategy from paid ads to organic acquisition, resulting in a jump from 500 to 10,000+ subscriber email list and higher ROI from content-led campaigns.
 - Implemented Answer Engine Optimization (AEO) strategies to improve visibility in AI-generated overviews and voice search results.

- Optimized web copy and blog content for natural language queries, resulting in multiple featured snippet placements.
- Collaborated cross-functionally with design and development teams to ensure on-page SEO, site speed, and content clarity supported business goals.

Freelance Digital Marketing Consultant

Consulting and Strategy | Multiple Clients Across Industries 2011–2021

- Provided SEO, content strategy, and local visibility services for 30+ clients, including start-ups, service-based businesses, creatives, solopreneurs, and wellness brands.
- Helped brick-and-mortar businesses transition online with modern local SEO practices, including Google Business optimization and service area targeting.
- Conducted technical SEO audits and implemented on-page updates that led to page-one Google rankings for high-value keywords.
- Built email marketing funnels and lead magnet strategies using MailerLite and ConvertKit, improving list growth and conversion rates.
- Created blog content calendars and voice-search-friendly FAQ content to increase long-tail keyword traffic and domain authority.

Key Projects & Results

SEO & Content Strategy Overhaul for a SaaS Startup

- Developed and executed a full SEO content plan, including blog posts and lead-generation challenges.
- Increased site sessions to 25K and brought in 15K new users.
 - Ranked top keywords on Page 1 of Google, resulting in a measurable increase in qualified leads and visibility.
- Tools used: Ahrefs, Google Search Console, GA4, WordPress, Yoast SEO. Organic Instagram

Growth Strategy for a Personal Organizing Business

- Designed and implemented a targeted organic Instagram strategy focused on audience engagement and value-based content.
- Grew client's audience from 7K to 75K followers, significantly boosting brand awareness and social visibility.
- Contributed to improved conversions and customer engagement through community-building.
- Tools used: Canva, Later, Instagram Insights, Meta Business Suite.

Email Marketing & Lead Generation for Photography Education Company

- Created a full email marketing funnel with lead magnets, nurture sequences, and automation.
- Scaled list from 500 to 10,000 subscribers within 6 months.
- Drove lead generation and conversions through segmented campaigns and high-value content.
- Tools used: MailerLite, Mailchimp, Canva, GA4.

Education

Bachelor of Arts in English (Major), Psychology (Minor) | Temple University | Hubspot AI for Marketers | GA4 Certified | Ahrefs Certified