

Rebekah Griffin

SEO & AEO Strategist | Structured Data + User Intent | Voice & LLM Search Optimization | High-Impact Branding & Conversion Copywriting | Email Marketing Funnels|

Malvern, PA | bexgriffin.com | hello@bexgriffin.com | [LinkedIn](#)

Professional Summary

Strategic and data-driven digital marketer with 10+ years of experience helping businesses, startups, and creative brands grow online visibility through content, SEO, user experience, and brand storytelling. Now evolving that expertise into AI-native search strategies, including LLM optimization, prompt engineering, and conversational content design. Proven success in growing email lists, increasing organic traffic, and enhancing visibility across modern search experiences—including AI-generated answers (AEO), voice search, and emerging LLM tools. 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| JIRA
- 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.

Current Professional Development & Projects (2025)

AI-Forward SEO & Content Strategy Projects

Teaching and learning how to make human content discoverable by AI—so brands reach real people in an AI-powered world.

Current Focus:

Evolving foundational SEO and content strategy skills into search practices optimized for AI Overview, voice search, and LLM-powered engines through hands-on experimentation and applied learning.

Learning & Applying:

- **Prompt Engineering & AI Tools:** ChatGPT (Custom GPTs, Memory, Advanced Data Analysis), FlowGPT, OpenAI Playground
- **LLM Search & Retrieval:** Pinecone (RAG fundamentals), Perplexity.ai, You.com, Google Search Labs
- **Conversational AI:** Voiceflow (chatbot builder), brand-trained GPTs
- **Structured Data & Semantic SEO:** Google Search Console, JSON-LD markup, schema strategy for AI-first indexing
- **AI Productivity & Workflow:** Notion AI, Zapier + GPT, Airtable, PromptLayer

Key Projects:

- Designing and testing LLM-optimized content workflows that improve visibility in AI Overview and generative search
- Building a prompt library for SEO audits, brand storytelling, and high-conversion email sequences
- Rewriting existing web and blog content to align with semantic depth and entity-based search, optimized for citation by LLMs and voice assistants
- Developing a Generative Visibility Review framework to test and track AI citation readiness across major LLM platforms

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