JAMIE A. LYNN

SEO/SEM Strategist | Digital Marketing Manager | Content & Copywriting Lead | AIO Specialist

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PROFESSIONAL SUMMARY

Friendly, detail-oriented digital marketing professional with 8+ years of experience as a Virtual Assistant and project coordinator, paired with hands-on expertise in SEO/SEM strategy, content leadership, and AI-optimized content (AIO, LLMO, AEO, and GEO). Enjoys building multi-channel campaigns, mentoring editorial teams, and helping clients across e-commerce, real estate, insurance, and B2B services see real, measurable growth. Brings sharp organizational instincts and a genuinely collaborative, data-driven approach to every project.

KEY PROJECTS

Insurance Brokerage SEO Turnaround

Freelance SEO & Digital Marketing Manager | Aug 2019 – May 2023

- Led a full-scale SEO and content strategy for a Denver-based insurance brokerage, directing a cross-functional team of a multimedia designer, social media manager, content specialist, and copywriters.
- Delivered a 272% year-over-year increase in organic clicks and grew search impressions past 3.3 million, driven by technical SEO audits and a targeted long-tail content strategy.
- Increased total site sessions by 77.5% YoY, establishing a durable organic lead-generation engine for the client.

Shopify Store Launch & Go-To-Market Strategy

Freelance E-Commerce Strategist & SEO Specialist | Mar 2026 – Apr 2026

- Architected and launched a new Shopify e-commerce store from the ground up, building the full SEO and digital marketing foundation to drive organic traffic and conversions.
- Designed a multi-channel marketing plan spanning email, social media, and paid advertising to support store growth through launch and beyond.
- Handed off a documented, sustainable marketing framework to the client's in-house team for ongoing execution.

Vacation Rental Digital Presence & Booking Growth

Freelance Digital Experience Designer & SEO Strategist | Aug 2025 – Apr 2026

- Designed and developed SEO-compliant, AI-optimized (AIO) websites on Wix and WordPress for a vacation rental management business.
- Built and grew brand presence on Instagram and Pinterest to increase visibility and support direct booking volume.
- Coupled content strategy with co-hosting service marketing to widen the client's digital footprint across channels.

WORK EXPERIENCE

Professional Services Team Lead (Freelance Contract)

Verblio | January 2023 – Present

- Lead and mentor a team of editors to deliver high-quality, SEO-optimized content for clients across multiple industries.
- Onboard new clients by coordinating account managers and establishing clear workflows for a seamless first experience.
- Conduct monthly quality assessments and 1:1 coaching sessions to drive editor performance, retention, and professional development.
- Monitor evolving SEO and AIO trends and implement best-practice updates to continuously improve content outcomes and client satisfaction.

Freelance E-Commerce Strategist & SEO Specialist

LOG | March 2026 – April 2026

- Architected and launched a Shopify e-commerce store, building a full SEO and digital marketing strategy to drive organic traffic and conversions.
- Created a multi-channel marketing plan encompassing email campaigns, social media, and paid advertising to support store growth before handing over to the client's team for further monitoring and implementation.

Freelance Digital Experience Designer & SEO Strategist

JHS | August 2025 – April 2026

- Design and develop user-friendly websites using Wix and WordPress with full on-page SEO compliance and AI-optimized (AIO) content strategies.
- Develop comprehensive digital marketing strategies, including co-hosting services, to increase client visibility and organic search rankings.
- Build and optimize brand presence on Instagram and Pinterest to support vacation rental management and drive direct bookings.

Freelance SEO & Digital Marketing Manager

FSPC | June 2025 – March 2026

- Manage local SEO through Google Business Profile optimization to increase online visibility, map pack rankings, and foot traffic.
- Develop and execute social media content strategies and content calendars aligned with client business goals and audience targeting.
- Conduct media buying and paid advertising via Meta Ads, managing audience segmentation, A/B testing, and campaign optimization.
- Implement lead generation, targeted SMS campaigns, and email marketing automation using GoHighLevel (GHL).

Freelance SEO & Digital Marketing Manager

Multi-Industry Client | August 2019 – May 2023

- Managed concurrent SEO and SEM campaigns for an insurance brokerage, a short-term/long-term Airbnb rental business, and an e-commerce affiliate website.
- Led a cross-functional marketing team including a multimedia designer, social media manager, content specialist, and copywriters.
- Executed on-page and technical SEO, keyword research, and Ahrefs-based site audits to achieve top search engine rankings.
- Created high-converting blog posts, landing page copy, and multimedia content assets across all client verticals.

Freelance Project-Based Recruiter & Virtual Assistant

Various Market Research Companies | February 2017 – September 2019

- Supported market research firms with end-to-end recruitment, participant screening, and project administration.
- Sourced and pre-screened candidates using online and offline strategies to meet project-specific demographic requirements.
- Managed project documentation, including consent forms, recruitment logs, scheduling, and data entry.

Social Media Strategist

AiVey's Collection (Startup) | March 2019 – May 2019

- Launched end-to-end social media presence for a fragrance startup, establishing brand voice, visual identity, and content strategy from the ground up.
- Ran organic and paid social campaigns to grow an engaged online community within a tight launch window.
- Applied SEO and keyword research to maximize content discoverability and organic reach across platforms.

Customer Support | Tech Support | Retention Specialist | Mentor

Business Process Outsourcing (BPO) Industry | April 2004 – November 2019

- Achieved top agent status multiple times, consistently exceeding KPIs, quality benchmarks, and sales targets for various business process outsourcing companies.

- Mentored junior agents to build customer service skills and improve team performance across multiple client accounts.

CORE SKILLS

SEO/SEM: On-page & off-page SEO, technical SEO, keyword research, link building, Google Search Console, Google Analytics 4 (GA4), Google Tag Manager, AIO (AI-Optimized Content), LLMO (Large Language Model Optimization), AI content strategy, generative AI SEO

Digital Marketing: Multi-channel campaign management, paid advertising (Meta Ads), social media strategy, email & SMS marketing, lead generation, media buying, local SEO

Content & Copywriting: Blog writing, website copywriting, content editing, content optimization, AIO (AI-optimized content), brand voice development

Leadership & Management: Team leadership, 1:1 coaching, performance management, project management, strategic planning, cross-functional collaboration, client onboarding

Tools & Platforms: SEMrush, Ahrefs, Moz, Screaming Frog, GoHighLevel (GHL), HubSpot, Shopify, Metricool, Hootsuite, Asana, Airtable, Trello, Notion, Canva, CapCut, WordPress, Wix, Squarespace, Google Suite, MS Office, ChatGPT, Grammarly

Social Media: Facebook, Instagram, LinkedIn, Pinterest, TikTok, Threads, Bluesky, Twitter/X, Tumblr