Emmanuel Uyiosa

SEO and AI Search Specialist

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Portfolio and case studies: emmanueluyiosa.com/#portfolio

PROFESSIONAL SUMMARY

SEO and AI search specialist with 6+ years of experience growing organic traffic, leads and revenue for e-commerce stores, service businesses, SaaS companies and local businesses. Skilled in technical, on-page and local SEO, content strategy, content at scale, link building, and Reddit marketing for visibility in AI answers such as ChatGPT and Google's AI Overviews. Every strategy is measured against the leads and revenue it brings in.

75+ clients | 120+ websites worked on | 80K clicks in a month

KEY ACHIEVEMENTS

- Grew revenue by 75% in the first year for an e-commerce store by moving SEO focus from blog posts to optimized collection pages, fixing technical and noindex issues, and building quality backlinks.
- Increased organic traffic by 400% within a year for a digital marketing company in Lagos with location-based and use-case pages built and indexed at scale.
- Grew leads by 150% within 6 months for a law firm in California through a website rebuild, local SEO and Google Business Profile optimization, which lifted calls and revenue.
- Cut link-building costs by 75% within 3 months while improving link quality, through targeted outreach, negotiation and cost-efficient guest posting.
- Turned around how Google's AI Overviews describe several consumer brands within 6 months, using Reddit marketing, digital PR and genuine customer reviews.
- Transitioned a previous agency to advanced AI-driven content systems, improving scalability and efficiency and reducing manual workload.

EXPERIENCE

Organic Checkout | SEO Growth Lead | 2024 to date

- Lead end-to-end SEO growth strategy to increase organic revenue, visibility, content performance and user engagement across priority pages.
- Own content and link-building operations, managing cross-functional teams to ensure consistent quality, relevance and on-time delivery aligned with growth targets.

TheSpark Digital | SEO Specialist | 2022 to 2024

- Executed data-driven SEO strategies that improved organic visibility, content performance and search engagement across multiple client websites.
- Led on-site SEO initiatives, including technical optimization, keyword mapping and structured content workflows to support scalable growth.

Odigital Marketing Agency | Content Manager | 2021 to 2022

- Designed and executed content strategies that increased audience engagement by 30% across web and email channels.
- Co-authored the Digital Marketing Bible, contributing to a 15% increase in agency revenue through improved positioning and lead acquisition.
- Built and managed email marketing campaigns that boosted product and service sales by 30%.

Earlier experience

- Flux Marketing Solutions | Junior Content Writer | 2018 to 2019
- Freelance Writer | 2016 to 2019
- Stand Up for Teens and Children Foundation | Volunteer | 2015 to 2017

SKILLS

- Search Engine Optimization: technical SEO, on-page SEO, local SEO, e-commerce SEO, SEO audits and reporting
- Content: content strategy, content at scale (programmatic and AI-assisted), keyword research, web content writing
- Authority and AI search: link building, outreach, digital PR, Reddit marketing for AI visibility
- Growth: conversion rate optimization (CRO), AI-driven content optimization, LLM building and integration, WordPress CMS

TOOLS

Google Search Console, Google Analytics, Looker Studio, Ahrefs, Semrush, Moz, Screaming Frog, Surfer, BrightLocal, BuzzStream, Hunter.io, Collaborator.pro, and AI agents connected through MCP

EDUCATION AND CERTIFICATIONS

- AltSchool Africa | Digital Marketing
- Federal Polytechnic, Auchi, Edo State | HND, Public Administration