

TERAH TAYLOR

MARKETING MANAGER | SEO & AI OPTIMIZATIONS

(321) 345-6177 | terahrae@gmail.com

[linkedin.com/in/terahtaylor/](https://www.linkedin.com/in/terahtaylor/)



Additional information found at:
hire.terahtaylor.com

PROFESSIONAL SUMMARY

Dynamic Marketing Strategist with 10+ years of experience driving integrated campaigns. Recognized specialist in SEO, AEO, and GEO, leveraging structured data, entity optimization, LLM visibility, and AI crawler optimization to maximize brand visibility across traditional search engines and LLMs. Hands-on expert in WordPress, HubSpot, and Shopify, with a proven track record of scaling organic/AI traffic, optimizing paid media, and executing custom-coded web development.

CORE SKILLS

STRATEGY, LEADERSHIP & WRITING

- Strategic planning & go-to-market (GTM)
- Full-funnel content strategy & content calendar
- AI-assisted & human content workflows
- Product messaging, brand positioning & copywriting

TECHNICAL INFRASTRUCTURE & CMS

- WordPress (custom themes, Gutenberg)
- HubSpot CMS (HubL, custom modules, automation & lead gen)
- WooCommerce & Shopify (e-commerce)
- AI crawler directives (llms.txt, robots.txt, and LLM scraper management)

ANALYTICS, REPORTING & ECONOMICS

- Google Analytics (GA4) & Google Search Console
- AI search prompt performance tracking
- ROI tracking, customer acquisition cost (CAC) & customer lifetime value (CLTV)

SEARCH & AI OPTIMIZATION (SEO, AEO, GEO)

- Answer engine optimization (AEO) & generative engine optimization (GEO)
- AI search visibility & LLM citation / "share of model" tracking
- Advanced schema markup, knowledge graph & entity optimization
- E-E-A-T (experience, expertise, authoritativeness, trustworthiness) frameworks
- Technical SEO audits, Core Web Vitals & semantic keyword research

DEMAND GENERATION, PAID MEDIA & PR

- Google Ads (PPC, PMAX) & Meta Ads / Reddit Ads
- Email marketing automation & lifecycle campaigns
- Digital PR, unlinked brand mentions & review platform optimization (G2/Capterra)
- Trade show, event & demand gen campaigns

WORK EXPERIENCE

Marketing Manager, SEO & AI Optimization | SmartSense by Digi

Feb 2025 - present

SmartSense by Digi is an IoT sensing as a service platform for compliance, safety, and operations monitoring. Jolt Software was acquired by Digi International in 2025 and integrated into the SmartSense business.

- Led SEO strategy for migrating the Jolt website into SmartSense following the corporate acquisition, architecting a complex 301 redirect and domain merge plan that protected existing search rankings and organic traffic equity.
- Rewrote and rebuilt migrated pages using Google Search Console (GSC) and GA4 data to prioritize high-value content, applying optimized semantic keywords, advanced schema markup, and metadata to hit a strict Q3 completion deadline.

WORK EXPERIENCE (CONTINUED)

- Partnered with Sales and Customer Success teams to communicate the transition to existing Jolt customers and ease them into the new SmartSense experience.
- Built custom tracking dashboards integrating Google Search Console metrics to monitor organic traffic, indexation, and lead generation across both traditional search and AI answer engines (AEO/GEO Model).
- Resolved advanced technical SEO and indexation issues using Google Search Console, implemented AI crawler directives, and re-engineered landing pages to pass Core Web Vitals, raising Google Lighthouse performance scores from the 30s into the 90s.
- Rebuilt HubSpot blog templates and custom-coded landing pages using HubL, custom modules to support ongoing demand generation, content strategy, and SEO initiatives.

Principal Digital Strategist & Co-Founder | Egg Island Studio Mar 2021 - Feb 2025

- Founded and operated a digital agency delivering custom-coded websites, web applications, and integrated marketing packages for clients across e-commerce and service industries.
- Developed and executed end-to-end digital marketing and SEO strategies, driving an average 30% to 45% increase in quality lead generation for client portfolios.
- Architected high-performance custom websites on WordPress and Shopify, leveraging UI/UX design to maximize Conversion Rate Optimization (CRO) and user engagement.
- Built data-driven organic traffic strategies, aligning long-form technical copywriting and content strategy.
- Managed cross-channel paid media campaigns across Meta Ads and Google Ads (PPC, PMAX), producing high-intent ad assets and landing page messaging to scale client pipeline.

Sales and Marketing Business Analyst | Summit Hill Foods Mar 2021 - Feb 2025

- Contributed to a 38.5% (\$6.4M) EBITDA increase over two years by successfully shifting the company's go-to-market and sales approach from outbound to a 70% inbound model, improving the close ratio by 600%.
- Built and launched a high-performing company website featuring optimized lead generation funnels and foundational SEO best practices, securing 252 high-quality organic leads worth over \$12M in ARR.
- Authored strategic positioning, product messaging, and foundational content to support the transition.

EDUCATION & CERTIFICATES

Business, Management, Marketing, and Related Support Services 2000 - 2003

Salt Lake Community College
Dean's List for Honorable Academics

Google UX Design Specialization | Google Jan 2025

Credential ID: W3EKIWYD0NMX

TOOLS & PLATFORMS

Technical Stack

- **CMS & Development:** WordPress (Custom Gutenberg/Theme builds), HubSpot CMS (HubL, Custom Modules & Coded Templates), Shopify
- **Web Performance & AI Protocols:** Core Web Vitals, Google Lighthouse, AI Crawler Directives

Optimization & Analytics

- **SEO & AEO/GEO Tooling:** Google Search Console (GSC), SEMrush, Moz, Google Keyword Planner
- **Analytics & Attribution:** Google Analytics (GA4), Custom Tracking Dashboards, ROI & CAC/CLTV Reporting
- **AI Search & LLM Tracking:** ChatGPT, Claude, Perplexity (Share of Model & Citation Tracking)

Design & Development

- **AI & Engineering Tools:** Claude, Cursor, Advanced Prompt Engineering, Generative AI Workflows
- **Design & Creative:** Adobe Creative Suite (Photoshop, Illustrator), Figma, Canva