

JENNIFER PERRY

*SEO Strategist, Content Manager,
Digital Storyteller*

CONTACT

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EDUCATION

Weber State University

2011-2015

B.A. in English - Technical Writing

ACCOMPLISHMENTS

- 10 years of agency experience.
- Leading agency clients through AI innovations.
- RFP case study contributions.
- Independent SEO client management (5+).
- DMO SEO growth strategy success.

SKILLS

- **AI SEO:** GEO, AEO, AIO for all LLMs. Experience with LLM tracking tools.
- **Traditional SEO:** GSC, SEMrush, GA4, Ahrefs, Technical/On-Page/Off-Page, Strategy, Audits, Keyword Research
- **Content:** Long-Form Content, Copywriting, Editing, Email, Social Media, Content Calendars
- **Other:** Employee Hiring & Training, Strategic Planning, Team Leadership, Project/Client Management, Market/Competitor Research

INTRODUCTION

I have a decade of agency experience building content strategies that merge high-quality content and technical SEO with the latest AI search innovations to drive measurable growth. I am a hands-on leader ready to scale organic traffic and deliver data-backed results for a forward-thinking marketing team.

WORK EXPERIENCE

SENIOR SEO & TECHNICAL SPECIALIST

Love Communications

July 2025 - present

- As the on-page and technical SEO expert at Love Communications, I manage various clients across industries with AI-first SEO strategies.
- Day-to-day tasks are similar to those listed under the Content and SEO Manager, with a greater focus on AI and innovation. I report directly to a Managing Director/VP of Digital Media.
- I also manage tasks, workload, and all training for a junior content specialist.

CONTENT AND SEO MANAGER

Love Communications

November 2023 - July 2025

- Spearheading full-cycle content and SEO processes: auditing, analysis, strategy, production, monitoring, and reporting.
- Managing content strategy and execution across diverse verticals.
- Orchestrating cross-team collaborations for cohesive marketing campaigns.
- Developing data-driven topic recommendations for SEO roadmaps.