

# Kevin Noyes

SEO Professional • AEO & GEO Specialist

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## SEO SKILLS

- Technical SEO — Audits, Speed & Schema
- On-Page Optimization & Internal Linking
- Local & E-commerce SEO
- Keyword Research & Content Strategy
- Backlink Outreach & Authority Building
- Content Pruning & Site Architecture
- GA4, GSC & Rank Tracking
- Schema Markup & Structured Data
- AEO & GEO Strategy

## CLIENT LEADERSHIP

- Multi-Client Portfolio Management (30+)
- Cross-Team Collaboration
- Client-Facing Comms & Reporting
- Deliverable & Deadline Management
- Data Storytelling & Executive Decks
- Proven Growth (\$200K+/mo accounts)

## TOOLS & TECHNOLOGIES

- GA4, Google Search Console
- Ahrefs, SEMrush, STAT, Screaming Frog
- Surfer SEO, Frase, RankMath, Yoast
- WordPress, HTML/CSS, JavaScript
- Salesforce, Trello, Google Workspace
- GBP, BrightLocal, Local Falcon
- AI: Claude, Claude Code, ChatGPT, Codex
- AEO/GEO: Hermes, Paperclip, OpenClaw

## EDUCATION & TRAINING

- SEMrush Academy — SEO Fundamentals
- SEO Certification — UC Davis
- Google Analytics 4 Certified

## MILITARY SERVICE

### E-4 / Specialist — US Army

- Mission-First Mentality
- Adaptable Under Pressure
- Strong Project Management

- **Results-driven SEO specialist** with 10+ years growing organic traffic and rankings across diverse SMB and enterprise portfolios.
- **Expert in technical SEO**, keyword research, on-page optimization, link building, schema markup, and advanced analytics.
- **Pioneer in AEO & GEO**, optimizing brand presence for ChatGPT, Perplexity, and Gemini using Hermes, Paperclip, and OpenClaw.
- **Consultative communicator** with 16+ years of B2B sales experience — translating complex SEO data into clear client strategy and ROI.
- **Proven agency leader**, managing 30+ concurrent client accounts and delivering measurable results across every engagement.

## PROFESSIONAL WORK EXPERIENCE

### EZMarketing 2025 – 2026

#### SEO Strategist

*Full-service digital marketing agency helping SMBs grow through SEO, PPC, web design, and social media.*

- **Portfolio Growth:** Leading SEO strategy for 30+ clients simultaneously, driving measurable increases in organic leads, keyword rankings, and qualified traffic across diverse verticals.
- **AEO & GEO:** Building brand presence inside AI answer engines — ChatGPT, Perplexity, Gemini — using AEO/GEO frameworks, schema markup, and monitoring tools including Hermes, Paperclip, and OpenClaw.
- **Strategic Execution:** Delivering Advanced SEO Audits and Content Action Plans (CAPs) that surface high-value opportunities and directly inform client revenue strategy.
- **Team Leadership:** Collaborating with developers, content writers, and PMs to ensure seamless implementation and measurable ROI.

### Chronic Guru 2023 – 2025

#### SEO Manager

*Cannabis company operating a licensed cultivation farm and multi-location retail dispensary brand.*

- **Organic Growth:** Drove 140% traffic growth for chronicguru.com and 1,800% for sativauniversity.com through on-page optimization, content creation, and strategic link building.
- **Local SEO:** Managed 4-location GBP strategy, significantly improving local map pack rankings, review velocity, and foot traffic.
- **Content Strategy:** Built and executed a content calendar targeting high-intent cannabis queries, earning featured snippets and AI overview placements in a highly restricted vertical.

### Small Bear Web Design 2014 – 2023

#### Founder & Digital Marketing Manager

*Independent digital marketing firm delivering SEO, web design, and organic growth strategies for small businesses.*

- **Agency Growth:** Scaled from zero to ~30 active clients in year one, generating \$350,000+ in revenue through referral-based growth and consistent results.
- **SEO Execution:** Oversaw full-cycle SEO campaigns — technical audit through content execution — delivering measurable ranking improvements and sustained lead growth.
- **Business Development:** Leveraged 16+ years of consultative sales experience to build lasting client relationships and retain long-term accounts.