

162%
to lead gen goals, 2025

176%
to organic RMR goals, 2025

+60%
organic RMR YoY

+41%
conversion rate YoY (CRO)

11→23%
AI search visibility in 6 mo.

+1,345%
product finder submissions

EXPERIENCE

Culligan Quench — a division of Culligan

Mar 2020 – Present

Senior Website & Content Marketing Manager (promoted through Content Associate → Specialist → Manager)

- Own organic acquisition strategy end-to-end — SEO/GEO, CRO, content, and web operations — delivering 162% to lead gen and 176% to RMR goals in 2025 despite accelerating AI search disruption.
- Lead GEO/AI search strategy: built grounding pages for LLM readability, established EEAT SOPs with subject-matter experts, added localization and price transparency signals — driving AI search visibility from 11% to 23% in six months.
- Own CRO and experimentation roadmap in Optimizely; built AI agents within the platform to accelerate test velocity, resulting in a 41% YoY conversion rate increase.
- Shipped interactive Website Product Finder through iterative A/B testing; drove a +1,345% increase in product finder form submissions.
- Led seven website migrations over four years, coordinating cross-functional teams of developers, UX designers, SEO specialists, and copywriters.
- Built and maintain pages, templates, CMS components, redirects, metadata, and schema in WordPress using HTML, CSS, browser DevTools, and AI-assisted workflows.
- Analyzed performance and conversion funnels using GA4, LuckyOrange, and Salesforce to surface acquisition efficiency gains and web-to-lead improvements.
- Implemented end-to-end cookie consent framework in partnership with Legal and Analytics; ensured ADA and CCPA compliance with minimal tracking impact.
- Lead a blended team of two internal specialists and external agency partners across SEO/GEO, CRO/UX, and web development.

EARLIER EXPERIENCE

alphabroder

Jul 2018 – Mar 2020

Social Media & SEO Specialist

Led multi-brand social and content strategy across 10+ channels for the largest promotional products supplier in the US; served as head SEO strategist and launched company-wide industry blog; drove co-branded campaigns with PUMA, Champion, Columbia, and Marmot.

Westinghouse Lighting

Feb 2018 – Jul 2018

Social Media Administrator (Contract)

Directed end-to-end social strategy and SEO-driven blog content; launched brand's first social contests in collaboration with legal, generating 1,000+ followers in two weeks.

Gray Television

Aug 2016 – Dec 2017

News Producer

Produced digital content under tight deadlines; led long-form digital strategy projects and high-profile breaking news coverage in collaboration with Digital Content Manager.

SKILLS & TOOLS

CRO / TESTING

Optimizely

VWO

A/B Testing

LuckyOrange

Conversion Funnel Analysis

SEO / GEO

Technical SEO

GEO / AEO

Schema & Structured Data

SEMrush

Moz

Google Search Console

Profound

ANALYTICS

GA4

Google Tag Manager

Salesforce Reporting

Core Web Vitals

WEB / CMS

WordPress

HTML & CSS

Browser DevTools

ADA / CCPA Compliance

AI-assisted workflows

EDUCATION

Brandeis University

Temple University

M.S. Digital Marketing & Design

B.A. Journalism