Joe Post

B.B.A. in Marketing
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SEO/GEO Strategist & WordPress Site Manager | Analytics, AI & Automation

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SEO/GEO strategist and WordPress site manager with six years of experience managing search strategy, content, reporting, and websites across 36 clients and 12 industries. Combines hands-on technical work with practical business judgment, using analytics, AI-assisted workflows, and automation to improve organic visibility, site performance, and day-to-day operations.

Grater Digital (Digital Marketing Specialist - Remote, 2020-Present):

- **SEO, GEO & Performance Measurement:** Develop and execute SEO and content strategies for 36 clients across 12 industries, contributing to consistent double-digit organic traffic growth. Align content with search intent and evolving search behavior, earning featured snippets and visibility in generative search.
- **WordPress Site Management:** Manage WordPress sites end to end, including publishing, plugin maintenance, site and file migrations, page builds, technical troubleshooting, and basic PHP edits across Elementor, WPBakery, and BeTheme. Keep client sites current, stable, and ready for ongoing SEO work.
- **Content Strategy & Analytics:** Use Google Analytics 4, Search Console, and Google Ads data to plan hub-and-spoke clusters, FAQs, service pages, and location pages; track user behavior and site performance; and turn findings into clear client recommendations.
- **AI Workflows & Automation:** Design and test reusable AI-assisted SEO/GEO workflows, editorial protocols, and Python and Google Apps Script tools that improve research, source verification, content production, quality control, internal linking, WordPress delivery, and reporting.

Englert LeafGuard (Production Manager & Sales Associate, 2018-2020):

- **Profitability & Team Leadership:** Raised branch productivity 25% through hiring, training, and team management, producing the branch's first profitable year.
- **Operations & Efficiency:** Led installation crews and tightened field and inventory processes, improving on-site efficiency 36%, reducing material waste 19%, and cutting lead-to-installation time 34%.
- **Scheduling, CRM & Reporting:** Managed customer accounts in Salesforce, Monday.com, and QuickBooks; scheduled projects and crews; delivered branch reports; and led meetings covering training, OSHA safety, and equipment upkeep.

JP Home Services (Supervisor of Operations, 2010-2020):

- **Project Management:** Coordinated tools, materials, and personnel across residential project sites to keep work moving and jobs prepared for completion.
- **Customer Relations:** Resolved customer concerns and helped raise the company's Google review rating from 1.0 to 4.3 stars.

Education, Technical Skills & Service

- **SEO & Content:** SEO strategy, GEO and AI search, content strategy, keyword research, Semrush, Ahrefs, hub-and-spoke planning, on-page SEO, internal linking
- **Analytics & Advertising:** Google Analytics 4 (GA4), Google Search Console, Google Ads
- **WordPress & Web:** WordPress, Elementor, WPBakery, BeTheme, plugin management, migrations, HTML, CSS, basic PHP
- **AI & Automation:** ChatGPT, Codex, AI-assisted research and quality assurance, prompt and workflow design, Python, Google Apps Script, custom validation scripts
- **Business Platforms:** Microsoft 365, Salesforce, Monday.com, QuickBooks, Shopify, WooCommerce
- **Service:** 48in48 Volunteer, Local Community Outreach