KEITH QUINNEY

Digital Marketing | SEO, AI Search & Content Strategy

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SUMMARY

Digital marketer with **5+** years in SEO, content strategy, and marketing operations, ready to step into a Marketing Manager role. At an Inc. 5000 lender, owned organic growth end to end: built a knowledge base to **148K+** search impressions, led AI search (GEO/AEO) strategy that nearly doubled AI-referral conversion, and built AI-powered content pipelines with Claude and Python. Builds repeatable content systems, leads cross-functional projects with sales, video, and leadership, and turns GA4 and Search Console data into decisions. Bilingual in English and Spanish.

CORE SKILLS

SEO & Search: Search Engine Optimization (SEO), Keyword Research, On-Page and Technical SEO, Schema Markup, Local SEO, Business Listings (Google Business Profile, Apple Business Connect, Yelp, Nextdoor), Link Building, AI Search Optimization (GEO/AEO), Content Gap Analysis, Internal Linking

Content & Social: Content Strategy, Content Marketing, Editorial Calendar Management, Copywriting, Social Media Marketing, Community Engagement (Reddit, Quora, Facebook), Video Content, Case Studies

Analytics & Automation: Google Analytics 4 (GA4), Google Search Console, HubSpot, Email Marketing, Lead Nurturing, Marketing Automation, KPI Reporting

Leadership: Cross-Functional Project Management, Stakeholder Management, Contractor Management, Executive Reporting

Tools: WordPress, SEMrush, Ahrefs, Screaming Frog, Asana, Canva, Buffer, Later, ChatGPT, Claude, Gemini, NotebookLM, Python, HTML/CSS, Bootstrap

PROFESSIONAL EXPERIENCE

Marketing Associate, Retail Division

May 2025 - Nov 2026

American Heritage Lending, LLC | Los Angeles, CA

Owned SEO, content, and organic growth for the borrower-facing division of an Inc. 5000 private lender, partnering with sales, video, HR, and leadership.

- Built and launched the company's BetterDocs knowledge base, growing it to 99 indexed pages and **148K+** search impressions and lifting its share of site impressions from **1.6% to 6.9%**; ran a content gap analysis across 175 pages and designed a hub-and-spoke internal linking strategy.
- Led AI search (GEO/AEO) strategy with GA4 and Search Console, tracking visibility in Google AI Overviews, ChatGPT, and Claude; grew search impressions **50%** in six months, and lifted AI-referral conversion from **5.9% to 10.7%** quarter over quarter (AI-sourced leads up **33%**).
- Tracked and reported on the company's Google Business Profile performance (**3,021** customer actions in six months, Google reviews up **67%** year over year) and made consistent NAP and product details across listings part of the AI search plan.
- Wrote and published long-form SEO blog content for the wholesale channel on a weekly cadence, including custom interactive HTML tools, through an executive approval workflow; refreshed **15+** legacy posts after a Google core update.
- Developed an earned link-building strategy (guest posting, journalist outreach, RESPA compliance guardrails) to grow organic traffic and reduce paid CPC spend; delivered the plan to the Managing Director.
- Created and launched "Behind the Deal," a quarterly customer interview video series, owning the pitch, sourcing process, and loan officer playbook; developed the concept for "The AHL Minute," a 60-second explainer series.
- Designed and built a 7-track HubSpot post-close nurture program (5 workflows, custom properties, segmented lists, VIP and reactivation tracks) for **800+** active contacts, and identified 7,900 dormant past customers for a reactivation campaign.

- Launched the AHL Playbook and Did You Know carousel series across 3 brand channels; from Feb to May 2026, Instagram engagement held at **9-10%** (3-5x benchmark), Instagram link clicks grew from **0 to 189** a month, and LinkedIn engagement rate rose from **4.7% to 11.9%**.
- Built an AI marketing command center with Claude and Python that runs 3 weekly content pipelines (blog-to-carousel, knowledge-base-to-carousel, and funded-deal reels) plus a weekly GEO keyword scan; shipped **20+** Playbook carousels through it.
- Owned the Recently Funded case study program end to end and served as QC lead for an automated pipeline that published **90+** case studies.
- Led a 34-page website audit to update loan product terms, built the company's Glassdoor employer brand from scratch with HR, mapped investor communities on Reddit and Facebook for a value-first engagement plan, and wrote a ChatGPT Ads briefing for leadership.

Founder & Digital Marketing Consultant
Jan 2021 - Present

Quinney Media Group | *Los Angeles, CA*

- Run an independent marketing practice for creative entrepreneurs and small businesses, owning strategy, client relationships, and delivery.
- Build multi-channel campaigns from audience and competitor research through content, graphics, and social scheduling in Canva, Buffer, and Later.
- Manage freelance contractors to deliver client projects on time.

Founder & Writer
Nov 2024 - Nov 2026

The Ad Nerd | *Remote*

- Founded and wrote an SEO-driven marketing newsletter, building editorial calendars from trend and competitive research and writing headlines, meta descriptions, and social copy for LinkedIn and X.

Founder & Content Writer
Oct 2022 - Mar 2024

KeithQuinney.com | *Remote*

- Built and ran a marketing education site publishing SEO and content strategy guides, and sold marketing services through it.

Web Developer
Sep 2022 - Jan 2023

Niteowl Technologies | *Los Angeles, CA*

- Built responsive, SEO-friendly WordPress and Bootstrap websites for clients, focused on page speed, user experience, and on-page optimization.

ADDITIONAL EXPERIENCE

Compliance background in mortgage, banking, and legal services (TILA, RESPA, HMDA) that supports compliant marketing in regulated industries.

Loan Review Analyst II | AmeriHome Mortgage Company, LLC — Jun 2020 - Aug 2021

Intellectual Property Specialist | LegalZoom — Nov 2018 - Nov 2019

Regulatory Compliance Specialist | Mortgage Capital Associates, Inc. — Oct 2015 - Jan 2017

Compliance Specialist (Contract) | City National Bank — Jun 2015 - Sep 2015

EDUCATION & CERTIFICATIONS

Certificate, Computer Science | Stanford University

Google Digital Marketing & E-commerce Professional Certificate | Coursera — 2024

Strategic Content Marketing | Project Management Institute — 2025

SEO Foundations | LinkedIn Learning — 2025

Project Management Skills for Leaders | LinkedIn Learning — 2026

Front-End Web Development: Bootstrap | Udacity — 2023

Web Development Fundamentals | Nucamp Coding Bootcamp — 2022