

Jonathan Goodrich

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Professional Summary

Omnichannel digital strategist with 5+ years' experience driving enterprise-level growth across SaaS, finance, healthcare, travel, and consumer brands. Expert in technical SEO, familiar with emerging AI-driven search (AEO/GEO) tactics, with a proven ability to manage \$1.4M+ ARR client portfolios and deliver measurable revenue impact. Recognized for building scalable SEO frameworks, influencing executive stakeholders, and mentoring teams to align organic growth with business objectives.

Key Achievements

- Directed SEO strategy for accounts totaling \$1.4M ARR / 122K MRR, partnering with executives at international enterprises.
- Boosted a national mobility franchise's blog impressions by 50% (2.09M → 3.12M in 6 months); refreshed outdated content for a 117% click increase and 353% visibility lift; net-new content generated 4,403 clicks / 562K impressions.
- Drove a 43% YoY increase in online revenue (192K vs 135K) and 72% lift in organic conversions in 2025 for a regional Massachusetts cannabis chain, cementing SEO as the top acquisition channel in 2025.
- Achieved a 210% increase in demo requests from organic (20 → 62), directly fueling sales pipelines for a financial services brand product; scaled impressions by 191% YoY (4.3M+).
- Doubled organic clicks (25K → 48K) and impressions (699K → 1.47M) YoY for next-generation nuclear energy client, building visibility for new energy sector solutions.
- Directed SEO for multi-site consolidation of an international cultural business consultant, preserving rankings and strengthening domain authority during brand integration.
- Performed log analysis for an international travel client (700K clicks a month), identifying that specific AI information retrieval bots were being blocked on the server level. Resolving this issue led to a noticeable increase in AI citations and visibility.

829 Studios - Senior SEO Strategist - November 2022 to Present

- Owned SEO strategy for enterprise client portfolio (healthcare, finance, CPG, energy), delivering 25–40% YoY organic traffic growth.
- Served as executive advisor to client leadership teams (CMO, VP, Product), translating SEO metrics into business outcomes that shaped investment decisions.
- Directed enterprise-level migrations and technical SEO audits (crawl health, architecture, schema, entity optimization).
- Designed AI-driven content frameworks (AEO/GEO), enabling brands to surface more content in AI Overviews (+25%).
- Mentored associates on SEO best practices, analytics reporting, and client communications.
- Built cross-functional partnerships with creative, paid media, and product teams, ensuring SEO alignment with go-to-market campaigns.

High Level Marketing – SEO Associate – February 2022 to November 2022

- Managed SEO programs across 20+ industries; executed technical audits, schema, and CRO.
- Improved client organic visibility with targeted content strategies and local SEO optimization.

Acentech – Digital Marketing Specialist – October 2019 to January 2022

- Laid digital foundation by leading award-winning SEO-focused site redesign and multi-channel analytics reporting for executives, shaping digital investment decisions across web, social, and email.

Education

Suffolk University (Boston, MA)

Bachelor of Science in Business Administration, cum laude Major: **Marketing** Marketing GPA: **4.0/4.0**

Core Skills:

Digital Marketing Strategy • SEO Strategy • Revenue & Pipeline Growth • AI Search Optimization (AEO/GEO) • Technical SEO • Enterprise Migrations • Schema/Entity Optimization • Content Strategy • Analytics (GA4, GSC, Looker Studio) • Executive Stakeholder Management • Portfolio Leadership • Cross-Functional Team Collaboration