

ANDY ODOM

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[LinkedIn](#) | Dallas / Fort Worth

SENIOR MANAGER, SEO

SEO and AI Engine Optimization (AEO) Leader with 12+ years of expertise driving demand generation and maximizing returns (ROI) across traditional and AI-powered interfaces (SGE, ChatGPT, Perplexity). Solid skills, knowledge, and experience strengthening ROI and leading end-to-end SEO strategy, deftly spearheading the vision while working cross-functionally with design, IT/developers, product marketing, and other experts to maximize traffic and revenue. Experienced in optimizing for both traditional search algorithms and AEO / GEO.

PROFESSIONAL EXPERIENCE

Southern Methodist University (SMU), Dallas, TX

June 2024 – Present

SEO MANAGER

- Pioneered AEO / GEO strategy to help SMU adapt from traditional SEO to AI search (ChatGPT, Google Gemini, Perplexity, Claude). Helped drive 90% increase in AI search citations.
- Orchestrated a comprehensive, university-wide SEO strategy to increase the digital visibility of research, teaching, and graduate education, directly supporting enrollment growth and fundraising goals.
- Slashed technical SEO issues by 65% by conducting rigorous technical SEO audits and ensuring compliance with evolving search engine algorithms and web standards.
- Collaborated cross-functionally with Web Development and OIT teams to analyze site performance, creating a multi-year roadmap that aligned technical enhancements with user acquisition targets.
- Served as the internal Subject Matter Expert (SME) for eight individual colleges and external affairs, educating stakeholders and advocating for SEO/AEO best practices.
- Executed robust keyword research and competitive analysis to identify high-impact growth opportunities across specific schools, academic programs, and functional areas.
- Partnered with Content Marketing and Editorial teams to optimize content for both traditional search and AI summarization models, ensuring high visibility and performance.
- Managed strategic inbound link-building campaigns to consistently improve Domain Authority (DA) and strengthen the university's search engine ranking against competitors.

Beyond Marketing, Fort Mill, SC (Fully remote company)

April 2017 – Present

Digital marketing agency specializing in web design, SEO, and digital advertising

HEAD OF SEO

- Led and managed a team of 9 SEO specialists, overseeing daily operations and ensuring the successful execution of large-scale, multi-platform client projects.
- Developed new content creation processes to streamline collaboration between SEO and content teams, resulting in 8% drop in project management issues.
- Created internal AI / LLM policy for content writers and SEO managers.
- Coordinated with Web Development to provide on-page and technical optimization, leveraging Google Analytics and Search Console to track and validate a key client's doubling of organic traffic YoY.
- Continued managing key client accounts, driving a 138% increase in ranking keywords by implementing advanced keyword and entity analysis to identify high-potential content opportunities.

SEO MANAGER – Freelance (Remote)

Completely own and manage the agency-client relationship for 5 different clients across diverse industries, developing blog content strategy for each and providing regular reporting communications.

- Directed SEO and content marketing strategy, including blog content, keyword strategy development, and competitive research, leading one client to increase ranking keywords by 88% and doubling organic traffic.
- Cross-collaborated with web developers and other teams to improve site performance.
- Performed technical SEO site audits and implemented fixes, directly leading a client to a 5% increase in organic traffic.

Zix, Dallas, TX

March 2021 – April 2022

Provider of cloud email security that was acquired by Ontario, Canada company OpenText in November 2021

DIGITAL MARKETING MANAGER

- Managed vendor relationships through frequent communication and a focus on their needs and experience; worked closely with vendors like Conductor to track campaign performance and develop new strategies.
- Collaborated cross-functionally with the content team to develop SEO-specific content and address keyword strategy
- Developed and analyzed inbound marketing strategy to drive pipeline growth and maximize conversion points.
- Directed integrated marketing campaigns and promotional activities across a variety of channels
- Oversaw \$20,000 advertising and inbound marketing budget to achieve targets; tracked and reported on campaign performance and assessed against goals (ROI and KPIs)
- Executed and tracked A/B testing and conversion optimization across all aspects of marketing; collaborated closely and communicate with other members of the marketing, business development, and sales teams

Santander Consumer USA, Dallas, TX

March 2013 – March 2021

Tech-driven full-service consumer finance company offering vehicle finance and unsecured consumer lending products

DIRECTOR OF DIGITAL MARKETING, 2015 – 2021

Promoted to manage all aspects of online marketing efforts for a team of 6. Implemented a comprehensive social media strategy including outbound marketing, customer service initiatives, and HR/recruitment strategies, ensuring a consistent presence across social media, email campaigns, and account management

- After creating tighter integration between SEO and content marketing strategy, drove a 25% increase in organic traffic and a 42% increase in conversion rate
- Propelled \$3.8 Million in additional revenue in 6 months by pioneering the use of paid social ads for the 1st time in company history; spearheaded growth and created a consistent online presence across their website, social media, and paid and unpaid digital advertising
- Saved \$150,000 by reducing vendor redundancy
- Designed, created, and implemented brand strategy, including marketing strategies, cohesive cross-channel campaigns, events, digital marketing, and PR to create brand awareness
- Evangelized SEO best practices and strategy throughout the organization, driving alignment with other digital marketing channels
- Established social media as a key factor in branding through the ongoing development of fresh marketing creative, social media communications, search engine optimizations (SEO), and dispute resolution
- Managed top-tier accounts, developed vendor relationships, and worked collaboratively with key vendors and department specialists to recommend performance improvements

DIGITAL MARKETING MANAGER, 2014 – 2015

Promoted to manage main website SEO and inbound marketing programs. Maintained a full understanding of marketing challenges and competitive landscapes for all company products, services, and markets; reviewed and analyzed performance results through a variety of analytical platforms

- Oversaw social media efforts (including community management and paid advertising) and creation of various content initiatives, including blog and video content
- Taught, mentored, and developed team members by supporting the learning process, providing constructive feedback, and regularly discussing progress towards goals with direct reports

SEO ANALYST, 2013 – 2014

Managed SEO projects across various sites, brands, and keyword spaces. Led projects optimizing company websites and efforts to manage online reputation

- Collaborated cross-functionally with other teams to produce content and marketing like SEM and social media to support overall company goals; used reporting tools (Google Analytics, Moz) to analyze results and identify new opportunities
- Championed SEO best practices, managed relationships with SEO-related vendors, maintained knowledge of recent SEO trends, and executed SEO strategy for the Director of Digital Marketing and SEO consultant

EDUCATION & SKILLS

University of North Texas, Denton, Texas
BACHELOR OF ARTS (B.A.)

[SEMRush Academy Technical SEO Certification](#)

Skills

- *SEO Strategy Development*
- *AEO / GEO*
- *Content Optimization*
- *Strategic Planning*
- *Technical SEO: Audits, Core Web Vitals, Schema Markup, Off-Page SEO & Link-Building*
- *Analytics & Reporting: Google Analytics (GA4), Search Console, Data Studio*
- *Team Leadership*
- *Cross-Functional Collaboration*
- *Process Optimization*
- *Advanced Keyword Research & Entity Analysis*