

Gabrielle Curry

SEO Analyst, Strategist, Content Manager

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PERSONAL STATEMENT

SEO Analyst and Content Manager with 8 years of experience in B2B and B2C content strategy, competitor research, technical SEO, off-page SEO, local SEO, AEO, and AI-assisted workflows. Experienced working with startups, agencies, enterprise companies, and small businesses across manufacturing, SaaS, legal, food and beverage, healthcare, insurance, and local businesses. Strong background in developing content strategies, auditing SEO, pursuing organic link acquisition opportunities, and adapting SEO strategies as search continues to evolve in the age of AI. Learn more about me and see reviews from past clients:

LinkedIn: <https://www.linkedin.com/in/gabrielle-curry-1a117412a/>

Upwork: <https://www.upwork.com/freelancers/~01343afc41ee022316>

PROFESSIONAL EXPERIENCE

Keychain New York, NY (Remote) May 2024 - March 2026 **SEO Analyst**

- Owned full organic growth strategy as the only on-staff SEO for approximately 2 years from the company's early stage (4 months post-launch).
- Grew DA from 17 to 44 and secured #1 Google SERP ranking for "Keychain," beating out Amazon and Tiffany's.
- Built and managed a scalable organic link acquisition program, securing 20+ backlinks per month through targeted outreach to brand incubators and niche industry blogs.
- Managed approximately 30 SEO articles per month from keyword research and competitor analysis through SME interviews, writing, SEO optimization, HTML implementation, metadata, graphics, and publication in Builder.io.
- Interviewed CEOs, managers, and internal SMEs to turn technical manufacturing knowledge into original, in-depth, keyword-seeded content targeting high-intent queries.
- Coded blog content with semantic HTML and jump links; audited technical SEO errors, monitored Core Web Vitals, and collaborated with developers on needed fixes.
- Deployed AEO strategies for AI-powered search through mentions and citations, expanded FAQ sections, and more citable information on pages.
- Created reusable prompts and AI-assisted workflows for research, outreach, and automation while monitoring output for hallucinations and errors.

- Managed newsletters for a 20,000-recipient audience, including segmentation and A/B testing, with average open rates often around 70%.

Get 'Em to Gab LLC / Upwork Tampa, FL 2018 - Present SEO Consultant

- Started my own business in SEO consulting, providing digital marketing services for local businesses, SaaS companies, charities, business brokers, law offices, healthcare professionals, construction companies, and other businesses.
- Maintained a 100% client satisfaction rating and Top-Rated status on UpWork.
- Developed customized SEO keyword, content, backlink, technical, and local SEO strategies focused on each business' goals, budget, and existing digital imprint.
- Conducted keyword research, competitor analysis, content gap analysis, SERP analysis, and technical SEO audits to identify growth opportunities.
- Built content strategies, topic clusters, and pillar page frameworks to improve topical authority; improved website architecture through internal linking and content hierarchy recommendations.
- Managed WordPress websites, GBP optimization, local SEO campaigns, landing pages, blog content, backlink profiles, and social media.

Compose.ly Seattle, WA (Remote) 2023 SEO Specialist & Content Manager

- Owned end-to-end SEO content strategy for 25 enterprise clients, including CityPASS, WebMD, and Money.com.
- Built and presented strategy decks covering keyword rankings, competitive gaps, and content opportunities.
- Designed content pillar structures and topic clusters for high-authority enterprise sites, identifying long-tail opportunities to broaden organic reach and build topical authority.
- Translated keywords and queries into detailed content briefs for freelance writers and coached writers on quality, consistency, tone, and brand guidelines.
- Led recurring client strategy meetings to present opportunities, secure sign-off, and refine SEO initiatives based on performance data.

Venator Performance Marketing Chicago, IL (Remote) 2021 SEO Content Editor

- Conducted on-page, off-page, and technical SEO audits on legacy healthcare websites with established domain authority, identifying modernization opportunities while preserving existing rankings and organic traffic.
- Developed on-page SEO recommendations balancing content freshness and technical best practices against the risk of disrupting long-standing search performance.
- Oversaw freelance content teams, maintained editorial standards, and tracked user engagement, traffic, and conversion metrics to inform content decisions.
- Collaborated with cross-functional stakeholders to align content production with broader lead-generation and marketing objectives.

EARLIER EXPERIENCE

- **The HOTH – SEO Researcher, Content Writer & Editor | 2017-2019**
Produced 6-8 SEO articles daily under strict 24-hour turnaround requirements; promoted to keyword research and editorial teams, gaining hands-on experience with Ahrefs, competitor analysis, keyword research, search intent, content optimization, and editorial standards.
- **Strategic Media – SEO Intern | 2018**
Supported local SEO campaigns for approximately 15 clients through keyword research, content opportunities, and optimized website, GMB, and social content.

EDUCATION

University of South Florida

Bachelor of Arts | Professional Writing,
Rhetoric, and Technology | 2018

TOOLS & PLATFORMS

SEO & Search Strategy: Ahrefs | SEMrush | Moz Pro | Similarweb | Google Search Console | GA4 | Google Keyword Planner | GBP | LocalViking | Keyword Research | SERP Analysis | Technical SEO Audits | Content Gap Analysis | Competitor Research | Internal Linking | Local SEO

Content & AEO: Content Strategy | Content Briefs | Topic Clusters | Pillar Pages | Search Intent | AEO | GEO | AI-Assisted Workflows | Prompt Engineering | Frase | ChatGPT | Claude

Technical & Analytics: Schema Markup (JSON-LD) | HTML | CSS | PageSpeed Insights | Core Web Vitals | Tableau | Metabase | Google Sheets

CMS & Collaboration: WordPress | Builder.io | Wix | GoDaddy | Monday.com | Jira | Notion | Customer.io | Canva | Adobe Creative Suite