Kevin Church

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Forward-thinking SEO strategist with 15+ years of experience transforming organic search performance across diverse industries. Proven track record of building high-performing content teams, developing innovative AI-enhanced workflows, and driving measurable business outcomes. Expertise spans technical SEO, content strategy, and cross-functional leadership with a journalist's eye for quality and a data analyst's precision for results.

Experience:

Solace Health: SEO Manager
April 2025 - Present

- Created an AI-powered organic search strategy that increased bookings by 10x in a six month period.
- Dramatically improved keyword rankings for most relevant terms on a national level.
- Created a localized search strategy giving Solace visibility, traffic, and bookings in 5000+ metro areas across the country.
- Created workflow allowing physicians to create content that built trust in the search engines.
- Amplified share of voice for the brand in AI Overviews, within LLMs like Claude, Gemini, and ChatGPT.

Razor Rank: Director of SEO Content
August 2022 — March 2025

- Spearheaded the establishment of a dedicated SEO content program division, designing and creating scalable workflows that increased production and reduced time from ideation to execution.
- Developed and executed a framework for journalistic-style content that increased client expert visibility, resulting in higher engagement metrics and improved E-E-A-T signals.
- Pioneered AI implementation across content operations that reduced research time significantly and increased writer productivity greatly while maintaining the brand voice clients expected.
- Led cross-functional initiatives between SEO, content, and web development teams.
- Assisted the sales team with audits and demonstrated content strategy excellence.

IMPACT: Director of SEO
April 2021 — August 2022

- Led all organic search strategy and execution for IMPACT.
- Developed and implemented an AI-enhanced content workflow system that reduced production time.
- Collaborated with web development teams to address technical SEO barriers
- Worked alongside website strategists and trainers to integrate "They Ask You Answer" inbound marketing principles into SEO strategies for key clients.
- Regularly hosted training sessions for clients and team members and recorded a video series on technical SEO for the content marketer for IMPACT Plus subscribers.

Swappa: SEO Manager
January 2020 — March 2021

- Led organic search strategy for Swappa's human-centric ecommerce marketplace, directly managing all SEO initiatives and a dedicated content team of three writers.
- Developed and executed a content calendar focused on high-value product information and in-depth category guides that expanded Swappa's topical authority in the secondary device market.
- Created weekly performance reporting frameworks that tracked organic traffic growth, position changes, and conversions, providing actionable insights to the executive team.
- Collaborated with development teams to address technical SEO barriers, prioritizing improvements that had the greatest impact on site performance and user experience.

Namecheap: Senior SEO Content Manager
July 2017 — July 2019

- Led a remote team of four content specialists creating strategic content across multiple product lines, establishing Namecheap as an authority in domains and web services.
- Developed comprehensive content silos and a resource center that addressed customer pain points, substantially increasing organic visibility for key product terms.
- Implemented a data-driven content strategy that aligned with user search behavior, resulting in improved engagement metrics and conversion rates across product pages.
- Created detailed weekly performance reports connecting content initiatives directly to product sales, providing clear ROI metrics to executive leadership.
- Collaborated with product managers to identify customer search patterns, contributing valuable market intelligence that informed new product development.
- Established content guidelines and brand voice documentation that ensured consistency across multiple product categories and writer teams.
- Conducted regular content audits to identify optimization opportunities, leading to significant improvements in existing content performance.

Vistaprint: Senior Organic Search Specialist
May 2015 — June 2017

- Conceptualized and launched a comprehensive small business resource center that established Vistaprint as a thought leader while expanding organic visibility for key product categories.
- Developed actionable KPI reporting frameworks that tied content performance directly to business objectives, enabling data-driven optimization decisions.
- Conducted extensive keyword research and market analysis that informed product development teams about emerging customer needs and competitive opportunities.
- Fostered cross-functional collaboration between marketing, product, and development teams, breaking down silos to ensure cohesive implementation of SEO initiatives.
- Created content strategy playbooks that were adopted company-wide, establishing consistent SEO best practices across multiple departments and teams.

More available upon request.

Education

Georgia State University - Bachelor of Arts, English Composition with Minor in Sociology
Graduated: June 1997

Skills

SEO Expertise
Content Strategy Development; On-Page Optimization; Technical SEO Optimization; Keyword Research & Analysis; Site Architecture Planning; Local SEO Implementation; E-E-A-T Strategy Development; AIO

Leadership & Management
Team Building & Development; Cross-Functional Collaboration; Project Management (Agile/Scrum); Training & Mentorship; Client Relationship Management; Process Optimization

Content & Marketing
Editorial Planning & Execution; AI-Enhanced Content Creation; Inbound Marketing Strategy; Content Performance Analysis; Competitive Research; Conversion Rate Optimization

Analytics & Reporting
Data Analysis & Visualization; KPI Development & Tracking; ROI Measurement; Search Performance Forecasting; A/B Testing & Experimentation

Tools & Technologies

AI & LLMs
Claude, ChatGPT, Google Gemini

SEO & Analytics
SEMrush, Ahrefs, Moz; Google Search Console; Google Analytics; Screaming Frog; Looker Studio; SurferSEO

Content & Creation
WordPress CMS; HubSpot Marketing Suite; Adobe Creative Suite (Photoshop, Illustrator, Lightroom); Grammarly Business

Technical & Development
HTML & CSS; Basic JavaScript; Schema Markup; Google Tag Manager