





# Laira Martin

## SEO & Content Leader

### Contact

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### Education

#### B.A. in Communication with minors in

#### Literature/Writing & Art History

University of California, San Diego

### Skills

- SEO - Technical, Content & Link Building
- Content Marketing
- Editing
- Writing
- Editorial Calendar Management
- Affiliate Marketing
- Competitive & Keyword Research
- Conversion Rate Optimization
- AP Style
- Freelance & In-House Team Management

### Programs

- **SEO:** Ahrefs, SEMRush, Surfer, Screaming Frog
- **CMS:** Shopify, WordPress, Contentful, Drupal
- **Data:** Google Analytics, Google Keyword Planner, Google Search Console & Google Drive
- **AI:** Claude, Perplexity, ChatGPT
- **Project Management:** Monday, ClickUp, Airtable, Notion

### Awards

- Employee of the Year, Cypress Magazines
- Rising Star Award, GOBankingRates
- Provost's Honors, UCSD

### Volunteering & Internships

- Editor-in-Chief, UCSD Guardian Newspaper
- Media Advisor, YMCA Youth & Government
- Writing Tutor, UCSD
- Editorial Intern: FLAUNT Magazine, Cypress Magazines, Sally Lyndley

### About

With 11+ years of experience in media, my work combines the integrity of print journalism with data-driven SEO strategies that rank #1 and drive conversions. I'm an SEO, content marketer, and editor all in one. My work has been featured in Forbes, TIME, Entrepreneur, Yahoo Finance, VEGAMOUR, MSN, AOL, GOBankingRates, FLAUNT Magazine, Thought Catalog, Golf Inc., The National Jurist, preLaw Magazine, Our City San Diego, SimplyCodes, and more.

### Experience

#### Sr. AI Editor & Content Strategist | Demand.io | September 2024-February 2025

- Led content strategy for SimplyCodes.com, combining AI tools such as Claude and Perplexity with human writing and editing
- Led integrated content strategies, creating content plans that combine static and AI-driven content at scale to drive organic traffic
- Partnered cross-functionally with engineering, SEO, design, product, and executive teams to create new landing pages
- Managed in-house AI writer

#### Head of SEO & Content | VEGAMOUR | November 2020-August 2024

*Promoted from SEO & Content Manager*

- Joined beauty startup as the brand's first and only SEO as it grew into a \$150M+/year business
- Launched SEO & content strategy, resulting in 11X traffic growth, 26X total keyword growth and 6M new users,
- Drove 10%+ of the brand's North American DTC revenue via organic search
- Launched the brand's blog strategy, growing traffic 162% yOy and revenue 84% yOy
- Launched CRO campaign for SEO channel, growing conversion rate 45% yOy
- Optimized all site content for SEO including product pages, collection pages, landing pages, Amazon PDPs & more
- Managed team of 15+ freelance writers, editors, SEOs & linkbuilders & in-house coordinator
- Produced 1,000+ pieces of long-form original content across 3 websites including blogs, landing pages & more
- Managed site's technical SEO & link building efforts growing domain authority from 44 to 65
- Collaborated with cross-functional teams and executive team to execute company-wide campaigns

#### Content & SEO Marketing Manager | Seek Business Capital | April 2019 - October 2020

- Launched SEO & content strategy resulting in 23X organic traffic growth and 6X total traffic growth
- Managed affiliate marketing strategy and relationships with American Express, Bank of America, Discover, and more
- Managed team of in-house & freelance writers and editors to produce 30+ SEO articles and landing pages per month
- Managed content calendar and executed SEO workflow including competitive and keyword research, writing, fact-checking, editing, publishing, QA, distribution, and link building
- Led omni-channel marketing campaigns including email, SMS, PR, and programmed chatbot

#### SEO & Branded Content Editor | GOBankingRates | April 2016 - March 2019

*Promoted from SEO Brief Writer & Junior SEO Editor*

- Lead editor for sponsored content campaigns for clients such as Wells Fargo, Discover, and TD Bank driving seven-figure revenue
- Lead editor for annual SEO content franchises such as Best Banks and Best Money Expert
- Produced 60+ articles per month including SEO content, features, original surveys/studies, and news articles
- Contributed to 100M+ unique sessions via SEO & syndication via partners such as MSN, AOL, Yahoo Finance, TIME & more
- Executed full SEO content workflow including competitive and keyword research, brief writing, assigning to writers, editing, fact-checking, image/data visualization planning, publishing, and QA
- Recruited and managed team of 15+ freelance writers & editors
- Maintained SEO style guide

#### Associate Editor | Cypress Magazines | June 2013- March 2016

*Promoted from Editorial Intern*

- Wrote and edited articles including cover stories and features for five print & digital magazines: The National Jurist, preLaw, The International Jurist, Golf Inc., and Our City San Diego
- Created and managed all content for Golfincmagazine.com
- Managed all data collection, research projects, and magazine competitions
- Planned educational sessions, recruited speakers, and wrote copy for Golf Inc. Conference