

FARLYN LUCAS

Senior SEO Specialist | AI Search Optimization

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PROFESSIONAL SUMMARY

Senior SEO Specialist with 10+ years of experience driving organic growth through technical SEO, content strategy, AI-assisted workflows, local SEO, link building, and Google Ads. Experienced delivering measurable growth for international brands and e-commerce businesses.

CAREER HIGHLIGHTS

- 10+ years driving organic growth across healthcare, tourism, SaaS, and e-commerce.
- Increased organic traffic by 321% and expanded visibility across Google Search and AI-powered search platforms.
- Portfolio of measurable SEO and AI search case studies: farlynlucas.com/seo-portfolio.

CORE SKILLS

AI Search Optimization • Content Marketing • Link Building • Technical SEO Audits • Local SEO • Google Ads • GA4 • Google Search Console • Ahrefs • SEMrush • Screaming Frog • WordPress

PROFESSIONAL EXPERIENCE

Digital Marketing Manager | Dweeso Digital Marketing (Jul 2022 – Present)

- Manage SEO campaigns for international clients.
- Plan and execute link building, content marketing, local SEO, and Google Ads strategies.
- Perform technical SEO audits, keyword research, and performance reporting.
- Collaborate with content and development teams to improve search visibility and conversions.

AI SEO Content Specialist | Olive + Crate (2025 – 2026)

- Scaled organic traffic 321% (1.4K → 5.9K monthly visits) through technical SEO and AI-ready content optimization.
- Achieved 225 Google AI Overview citations and 76 ChatGPT citations across AI search platforms.
- Generated 8.2K non-branded clicks and 2.08M impressions in six months while increasing referring domains 52%.

SEO Specialist | Previous Roles (2013 – 2024)

- Delivered technical SEO, outreach, content optimization, and local SEO across healthcare, tourism, and service industries.

EDUCATION & CERTIFICATIONS

Master's in Innovation & Tourism Marketing • BS Information Technology
Google Ads • Technical SEO • Responsive Web Design • UI/UX Design