

TYLER ZAVITZ

DIGITAL MARKETING | SEO AND AI SEARCH | WEB DEVELOPMENT AND AUTOMATION

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PROFESSIONAL PROFILE

Digital marketing and web technology leader with more than 10 years of experience spanning SEO, paid search, content strategy, analytics, website development, client portfolio management, and team leadership. Combines hands-on technical depth with the ability to translate complex findings into clear priorities for clients, developers, content contributors, and business stakeholders. Brings practical AEO, GEO, LLM, automation, and reporting experience, including AI-powered product work and SEO strategy for a nationwide B2B service presence.

PROFESSIONAL EXPERIENCE

Web Marketing Project Manager | Cybernautic | 2023 to 2026

- Owned SEO and paid advertising strategy across a portfolio of client websites, balancing technical, content, analytics, conversion, and business priorities across concurrent accounts.
- Executed SEO strategy for Cybernautic's nationwide B2B service presence, connecting site architecture, competitive research, target-buyer content, on-page optimization, and performance analysis.
- Led technical and on-page audits covering crawlability, architecture, page experience, metadata, internal linking, content gaps, and search intent, then translated findings into prioritized roadmaps.
- Conducted keyword, audience, and competitor research; developed content direction and topic plans; and communicated recommendations to clients, developers, content contributors, and internal stakeholders.
- Supported ecommerce websites and multi-property student-housing clients, including Young America Realty, SAMI, and First Site Apartments, adapting search and website recommendations to distinct markets and acquisition needs.
- Built Looker Studio dashboards, tracking systems, scripts, browser extensions, and quality-control workflows to make reporting clearer, analysis faster, and execution more consistent.
- Applied AEO and GEO methods to structured content, natural-language queries, entity clarity, metadata, research, reporting, and emerging AI-search visibility needs.
- Created an AI-powered chatbot that required limited training, developed an LLM text generator, and assisted with development and testing of AI-powered CMS tools for metadata optimization.

Project Coach | Afni Inc | 2020 to 2023

- Coached and developed more than 20 employees through onboarding, ongoing training, quality assessments, performance feedback, and individualized action plans.
- Analyzed performance trends and used operational data to identify coaching priorities, reinforce standards, and support continuous improvement.
- Participated in client calibration meetings to align expectations, quality standards, evaluation methods, and next steps.
- Balanced individual development with team goals in a fast-paced, metrics-driven client service environment.

Manager Website Development and Digital Marketing | Neon Rayz | 2014 to 2020

- Led website development and digital marketing across organic search, content, social media, customer experience, and daily business operations.
- Planned and maintained web content and digital campaigns while balancing brand consistency, usability, business priorities, and hands-on implementation.
- Hired, trained, scheduled, coached, and managed staff, maintaining service quality and operational coverage while meeting deadlines and growth priorities.
- Combined technical website work with direct customer and team leadership, building a practical understanding of how marketing, operations, and service experience affect business performance.

SELECTED TECHNICAL AND AI PROJECTS

- AI chatbot: Designed and created an AI-powered chatbot with a limited training requirement, emphasizing practical deployment and maintainable workflows.
- LLM text generator: Developed a text-generation tool and applied careful review practices to improve content and metadata workflows.
- CMS AI tools: Assisted with development and testing of AI-powered CMS features for metadata optimization and quality control.
- Marketing operations tools: Built scripts, browser extensions, dashboards, tracking systems, and review workflows to reduce repetitive work and improve consistency.
- Independent development: Uses AI and agentic coding to prototype apps, games, and an experimental real-estate listing website as ongoing technical learning and passion projects.

TOOLS AND TECHNICAL SKILLS

Search and marketing: Technical SEO, on-page SEO, local SEO, ecommerce SEO, AEO, GEO, AI-search testing, keyword research, competitive analysis, content strategy, paid search, paid display, social media strategy, conversion principles

Analytics and operations: Google Analytics 4, Looker Studio, dashboard development, campaign reporting, performance analysis, tracking workflows, quality assurance, project management

Web and automation: HTML, CSS, JavaScript, Python, Google Apps Script, CMS workflows, metadata optimization, browser extensions, scripting, lightweight application development, LLM-assisted workflows

Platforms and tools: HubSpot, Asana, Semrush, Screaming Frog, SEOptimer, Microsoft 365, Google Workspace, Codex, Ahrefs

EDUCATION AND PROFESSIONAL TRAINING

DePaul University | Computer Graphic Design Animation and Marketing | 2006 to 2009

Professional training: Google Analytics 4, Paid Search Ads, Paid Display Ads, Paid Measurement