

Anthony Jackson

SEO & AI Search

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My job is to get clients more visibility and make that visibility pay, in revenue or in qualified leads. I work by experiment. When there is no established playbook I test until I find one, which is how AI search became my focus before most of the industry had an answer for it. Ten years in organic search, from teaching myself SEO in 2016 to leading a team and a portfolio of national brands today.

EXPERIENCE

GR0 Remote · November 2021 - Present

Associate Director of SEO & AI Search

Jul 2026 - Present

- Built the agency AI search practice from scratch, turning AI visibility into a channel clients measure and buy
- Direct strategy for 10+ national brands and mentor three senior campaign managers on their accounts
- Automated reporting and audit workflows that give the team back hours of manual work every week
- Reshaped legacy SEO retainers into AI-search-forward engagements as client demand shifted

Senior SEO Campaign Manager

Dec 2025 - Jul 2026

- Grew TickPick AI-assistant sessions 1,844% and the revenue from that traffic 843%
- Lifted AdQuick form submissions 86% by making them the cited answer for billboard advertising in LLMs
- Built blended Search Console, GA4, and Ahrefs reporting that made LLM referral revenue visible for the first time

SEO Campaign Manager

2023 - Dec 2025

- Grew Flossy from 160 to 58,000+ monthly organic visits with a 195-piece content program
- Took Mac Duggal from #29 to #2 on a 93,000-search keyword and lifted non-branded clicks 181%
- Ranked Anyma #1 for his own name in two months and raised domain rating 350%
- Grew Impact Dog Crates homepage non-branded clicks 1,215% year over year
- Wrote the six case studies GR0 published from this work

SEO Strategist

Nov 2021 - 2023

- Built the keyword research and on-page recommendations campaign managers took into client strategy
- Promoted to campaign manager and handed my own book of clients

Level 10 Contractor Remote · 2020 - 2021

Head of SEO Operations

promoted from SEO Strategist

- Promoted from strategist to running SEO operations in under a year
- Managed a team of writers and owned every client relationship end to end
- Built the keyword research and content workflow the whole team ran on

Freelance SEO Self-employed · 2016 - 2020

- Taught myself SEO through online coursework, then built a client roster from nothing
- Ran every piece solo, research through reporting, and kept the business going four years on referrals and repeat work

C L I E N T S

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|--|---|---|--|
|  TickPick |  HelloFresh |  Bark |  Factor 75 |
|  Kizik |  Next Health |  Warrior Trading |  Mac Duggal |
|  Flossy |  MOSH |  Impact Dog Crates |  Dose Daily |
|  Sundays for Dogs |  Stoggles |  Zygo |  AdQuick |
|  Anyma | | | |

S K I L L S & T O O L S

Client & strategy KPI setting and reporting, roadmap planning, stakeholder communication, team mentorship

SEO Keyword and content strategy, on-page and technical SEO, crawlability and indexation audits, internal linking, link building and anchor strategy, generative engine optimization

Tools Google Search Console, GA4, Ahrefs, Screaming Frog, Profound, Monday.com, Claude for AI-assisted workflows

E D U C A T I O N

Northern Michigan University B.S. Entrepreneurship, Minor in Marketing	2017 - 2021
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