

MELANIE KROSS

ENTERPRISE SEO, GEO & AI SEARCH LEADER

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EXECUTIVE PROFILE

Enterprise search leader who connects technical SEO, content architecture, GEO/AEO and go-to-market strategy to measurable business visibility. Builds repeatable systems that help global teams earn rankings, AI citations and buyer trust across Google, ChatGPT, Gemini, Claude, Perplexity and Google AI Overviews. Known for translating complex cybersecurity portfolios into clear roadmaps, executive KPIs, scalable workflows and retrieval-ready content—while managing writers and educating teams on search visibility optimization.

SELECTED ENTERPRISE IMPACT

3,500+ AI Overview placements — Helped scale tracked visibility from an early baseline measured in dozens of placements.

30% year-over-year organic growth — Contributed through Cyberpedia strategy, content operations, page optimization and internal linking.

613-page knowledge ecosystem — Directed taxonomy, interlinking, editorial standards, AI readiness and performance prioritization.

LEADERSHIP & SEARCH EXPERTISE

Enterprise SEO Strategy | GEO / AEO / AI Search | Content Architecture & Topic Authority | Technical SEO Partnership | AI Visibility Measurement | Executive Reporting & KPIs | Product & GTM Search Strategy | Information Architecture & URL Governance | Schema, Metadata & Internal Linking | Writer Management & Team Enablement | Prompt Systems & Gemini GEMs

PROFESSIONAL EXPERIENCE

Palo Alto Networks | SEO/GEO Content Manager (Enterprise Search Strategy Lead) | Oct 2022–Present

- Lead enterprise SEO and GEO strategy across major cybersecurity portfolios and launches, serving as the primary search advisor to Product Marketing, Web, UX, Engineering, Campaigns, PR, analytics teams and senior leadership.
- Built the operating model for AI-search visibility across ChatGPT, Gemini, Claude, Perplexity and Google AI Overviews; translated prompts, brand mentions, citations and share-of-model signals into executive-ready KPIs and action plans.
- Directed strategy and optimization across 613 Cyberpedia pages, including topic clusters, metadata, schema, internal linking, taxonomy, editorial governance and conversion pathways—contributing to 30% year-over-year organic traffic growth.
- Helped expand tracked Google AI Overview visibility from dozens of placements to 3,500+ through retrieval-ready structures, direct answers, entity-rich coverage, source-forward claims and citation-ready content patterns.
- Created Golden Query prioritization, citation-readiness playbooks, prompt libraries and reusable page frameworks that made SEO/GEO execution consistent across business units and content types.
- Designed Gemini GEMs and repeatable AI workflows for content briefs, optimization, QA, customer stories and team enablement—turning individual expertise into scalable, governed processes.
- Developed search strategies and 30-60-90 roadmaps for AI security, MDR and Unit 42 services, XDR/XSIAM, identity security, data security and SMB browser security.
- Partnered with Web and Engineering on technical SEO, navigation, URL governance, redirects, crawlability, structured data, templates and implementation QA; translated findings into executable backlogs.
- Managed and coached writers, strengthened research and editorial standards, and trained PMMs and stakeholders to create content that performs in traditional and AI-mediated search.

EARLIER LEADERSHIP & CONTENT EXPERIENCE

AJR Media Group | SEO Content Manager (Contract) | Nov 2021–Jun 2022 | Houston, TX

- Managed a freelance writing bench and full workflow, enforcing quality, search intent, deadlines and brand alignment across a high-volume client portfolio.
- Led client strategy calls, established standards and coordinated with analytics and creative teams on integrated search, social and native campaigns.

Executive Medicine of Texas | Website Content Manager / Executive Assistant (Contract) | Apr–Dec 2021 | Southlake, TX

- Audited and redesigned website content, metadata and on-page SEO, increasing organic website traffic by 30%.
- Built keyword strategy and reporting to focus ongoing content development on high-value patient and service demand.

Protect It First Aid & Safety / AED USA | Content Marketing Manager / Customer Service Manager | Apr 2020–Apr 2021 | Fort Worth, TX

- Supported ecommerce growth through SEO landing pages, product and educational content, brochures, blog programs and lead-generation assets.

LifeSeasons, Inc. | Customer Service Manager / Sales Support Specialist | Feb 2018–Feb 2020 | Lewisville, TX

- Built and trained a customer-service team, improved operating processes and reduced complaints through coaching and cross-functional problem solving.

Van Wey Law PLLC & WiredAdvisor | Senior Content Writer / Content Marketing Manager | Sep 2013–Jan 2018 | Dallas, TX

- Developed persona-led search strategies for legal and financial audiences, producing high-intent pages, long-form articles, lead magnets and conversion copy.
- Managed WordPress properties and aligned editorial, brand and performance requirements across client websites.

Independent Consultant | SEO Content Writer | Aug 2010–Oct 2015 | Buford, GA

- Delivered SEO content, web copy, articles, books and practical guides across B2B and consumer industries.

Gwinnett County Public Schools | Certified Educator / Professional Development Instructor | Aug 2004–Jun 2013 | Lawrenceville, GA

- Led instruction and professional development, building the coaching, rubric design and adult-learning skills now used to enable enterprise content teams.

EDUCATION

M.A., Literacy Education: Writing Instruction — Walden University, 2007

B.A., Interdisciplinary Studies & Elementary Education — University of North Texas, 1995

PLATFORMS & METHODS

Conductor, Google Search Console, GA4, Adobe Analytics, SEMrush, Searchmetrics, Looker Studio, Workfront, Jira, Asana, WordPress, Canva, ChatGPT, Gemini, Claude and Perplexity; keyword and competitor research, technical SEO collaboration, content governance, AI prompt design, LLM retrieval optimization and executive reporting.