

MEL KREITZ

Head of SEO · AEO Strategist · Generative Optimization Expert · Search Visibility Leader

CONTACT

San Francisco, California
(415) 710-9411
melkreitz@gmail.com
melkreitz.com

CORE SPECIALTIES

- Answer Engine Optimization & generative search strategy
- Technical SEO: crawling, rendering, indexation, CWV
- Content development based on deep keyword research
- SCHEMA Expert: Organization, Product, LocalBusiness, FAQ, Article, Breadcrumb, Review
- Featured snippets, AI Overviews & answer extraction
- Internal linking, content taxonomy & multilingual SEO

TOOL STACK

Analytics Google Search Console, GA4, AED, Bing Webmaster Tools, Looker

SEO Platforms BrightEdge, SEMrush, Ahrefs, Screaming Frog, Botify, Conductor

AEO Platforms Profound, Amplitude

CRM & Automation Salesforce, HubSpot

Code & Markup HTML, JavaScript, CSS, Schema Markup, XML

EDUCATION

B.S. Business Administration
Marketing Emphasis
San Francisco State University
2008

LANGUAGES

English · Spanish · HTML

PROFESSIONAL SUMMARY

SEO leader and digital growth strategist with deep experience in technical SEO, AEO, generative search visibility, structured data, and content systems that improve discoverability across Google, Bing, Gemini, ChatGPT, and Perplexity. Builds scalable search programs that align architecture, entity clarity, schema, and internal linking to grow qualified traffic and conversion performance.

CAREER HIGHLIGHTS

- Achieved **166%** acquisition growth within AI visibility through cross-promotional campaigns, technical SEO, content strategy, and link development.
- Scaled a property from **100K** unique visitors at inception to **3.1M** at acquisition through search-led growth strategy.
- Led migration of more than **120,000** pages to an SEO-friendly CMS while protecting discoverability and crawl efficiency.
- Built inbound marketing programs that improved visibility across the lifecycle funnel and increased conversion opportunity.
- Evangelized best practices for search engines and LLMs across teams to lift page quality, content relevance, internal linking, and search readiness.

EXPERIENCE

Head of SEO & AIO Consultant Remote Oct 2022 – Present

- Advised enterprise brands on competitor reverse engineering, technical SEO, AEO, and generative search strategy across traditional SERPs and AI-assisted results.
- For Wayfair, identified competitor gains tied to replicated site architecture patterns and stronger technical SEO execution.
- For ADT, built an entity-first visibility strategy using Organization, LocalBusiness, and Product schema with standardized NAP, geo-coordinates, and sameAs references.
- For Colgate-Palmolive, redesigned content systems for zero-click and answer-first search behavior to improve summarization and answer extraction.

Head of SEO Splash Financial · Remote Oct 2021 – Sep 2022

- Increased clicks from search engines by **41%** in the first six months through technical optimization and intent-aligned content improvements.
- Increased pageviews by **121%** by refining landing pages, HTML structure, and topical relevance.
- Reduced duplicate content issues by **61%** through improved robots.txt governance and indexation controls.
- Improved site performance via image compression, CSS optimization, lazy loading, and removal of unused JavaScript.

Head of SEO and Growth Strategy Mixbook · Redwood City, CA Sep 2017 – Sep 2021

- Increased search engine coverage by **190%** by restoring indexation for **8,000** pages previously marked non-compliant.
- Directed remediation of **10,000** server errors, **404s**, and duplicate content issues.
- Improved conversion metrics including project starts by **115%**, sign-ups by **119%**, and net sales by **125%** year over year.
- Grew blog traffic by **345%** through content strategy, editorial alignment, and technical SEO execution.

Earlier Experience 2009 – 2017

Autopilot HQ · Indeni · Cisco · eStorm · Apple · SEO Shake · Yahoo! · Uptake

- Led acquisition, technical optimization, lifecycle marketing, content strategy, and search quality initiatives across SaaS, enterprise tech, publishing, and consultancy environments.
- Built depth in query intent analysis, multilingual search, machine-readable content, SQL-based insight generation, keyword research, and full-funnel optimization across web and mobile.