

PAUL STEPHANI - Digital Marketing - SEO Growth

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About me to date

SEO growth lead for education technology startup achieving 10x multiple in user acquisition within the first year. Represented 80% of revenue via UGC content, architecture and technical excellence reaching \$30M ARR. Applied a variety of AI content scaled across 100M question and answer pages. Let's chat.

Career

Growth Lead, SEO > Numerade > Pasadena (Remote) > 2021 - 2025

- Led STEM education tech startup immediately after a series A fundraising round, assigned to 10x acquisition through the SEO channel. Head of content and technical strategy.
- Drove 30M annual recurring revenue through subscription model to STEM subject student cohort.
- Led engineering group to fast track technical overhaul of the entire website by scaling internal linking, crawl efficiency, rendering speed, dynamic XML, and structured data applied to millions of question answer pages.
- Directed paid media reports in Google Ads, META, LinkedIn, and TikTok advertising acquisition campaigns.
- Concept to creation imported thousands of AP flashcards for a freemium gamification component.
- Applied a variety of LLMs to provide text enhancements across 100M question answer pairs.
- Leveraged vast video asset library to prominently display in SERPs through structured data and dedicated video-first page templates.
- Indexed 80 million URLs to capture student homework questions with extreme long tail demand.
- Peaked at 450k daily clicks and 4k registrations, captured and personalized experiences to students at every stage of their journey—from awareness to advocacy—to maximize engagement, retention, and lifetime value.
- Fed YouTube with 5k daily video shorts of educator solutions to capture demand, send referrals.
- Created Parent Guardian portal for paid marketing acquisition for gifting Numerade subscriptions.

Director, SEO > Performics > Chicago > 2010 - 2021

- Contracted growth TVC at Google as internal liaison for multiple product teams. Strategy for international search alignment, content development, technical bug repairs from 2019 to 2021 in Chicago.
- Client services lead for enterprise clients developing strategy and implementation of content development and technical optimizations.
- Matched pre-covid levels of appointments to healthcare franchises through content and local SEO messaging adaption to extraordinary circumstances.
- Established and led technical SEO team hiring, training and distributing talent amongst enterprise clients, local SEO and content support for the organizations vast client portfolio.
- Created content and tech strategies for ecommerce, healthcare, telecom, finance, and retail clients.
- Led agency-client success initiatives, including quarterly business reviews and client feedback programs, ensuring sustained engagement and performance improvement.
- Directed and collaborated with cross-functional, global teams across the U.S. and India, integrating paid and organic search initiatives for Fortune 500 brands.
- Expert in workflow management tools for project execution, reporting, and client communication in a fast-paced agency setting.

Technology Stack Proficiency

- SEM Tools & Platforms: BrightEdge, SEO Clarity, Google Ads, Adobe Analytics, DeepCrawl, Botify, Screaming Frog, SEMrush, Ahrefs, MOZ Tools, Bing Ads, Meta Ad Manager, Chrome Lighthouse, BrightLocal, AllLocal, Salesforce, Tableau, Redash, Jira, Unbounce
- Google Suite: Ads (14 years), Analytics, Search Console, Workspace, Display Advertising, Tag Manager, YouTube Advertising, Sheets, Chrome DevTools, Looker Studio
- Web Hosting & Development: WPEngine, Server Management, WordPress CMS Management and Development, Microsoft Sharepoint, Domain Configuration, Basic PHP, JavaScript, CSS, SQL, Adobe InDesign

Education > DePaul University BS Computer Information Systems > Chicago IL