

KIMBERLY ANNE LAMSEN

Senior SEO Strategist · Technical SEO, Local SEO, Recovery & AI Search Visibility

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PROFESSIONAL SUMMARY

Senior SEO strategist with 7+ years across B2B, SaaS, education, logistics, and local service businesses, both agency-side and in-house. Specializes in the harder end of the discipline: diagnosing visibility loss, recovering authority after algorithm updates and negative-SEO attacks, and converting Google Search Console data into prioritized roadmaps that dev, content, and specialist teams can actually execute. Increasingly focused on AI search visibility (AEO/GEO) — structuring content to win AI Overviews, SGE panels, and answer-engine citations alongside classic organic rankings. Has worked through every major Google update from the September 2023 Helpful Content Update through the June/July 2025 Core Update, and owns the strategic call on what to keep, cut, or defer, always grounded in commercial outcomes over activity.

CORE COMPETENCIES

Technical SEO & Diagnostics: Site audits, crawl/indexation, site architecture, internal linking, schema markup, sitemap & metadata frameworks, GSC-driven prioritization

Link Building & Off-page SEO: White-hat link-building, PR, and citations. Earned a placement from Forbes during a shipping incident through a HARO pitch

Recovery & Risk: Algorithm-update recovery, Helpful Content & Core Update response, negative-SEO defense, toxic-backlink disavow, authority rebuilding

AI Search Visibility (AEO / GEO): Optimizing for AI Overviews, SGE panels, and generative answer-engine citations: ***earned a Google AI Overview placement for a competitive commercial term***

Local SEO: Google Business Profile, geo-grid rank tracking, Share of Local Voice, NAP citation building, multi-location & service-area strategy

Content & Strategy: Page-to-keyword mapping, intent-aligned content & conversion paths, commercial-keyword targeting, roadmap ownership, team enablement & playbooks

Analytics & Tools: GSC, GA4, Semrush, Ahrefs, Local Falcon, BrightLocal; Search Atlas, Screaming Frog, Claude, ChatGPT, CTR & conversion-aligned reporting

PROFESSIONAL EXPERIENCE

Senior SEO Strategist

2024 – Present

Independent Consulting — B2B & Local

- **SellerPlex (Amazon Agency / SaaS):** Diagnosed a site untouched since 2020 and led the recovery. Organic traffic 1.2K → 5.8K/mo (+383%), DR 21 → 40, GSC CTR 0.9% → 2.5%. Lifted “full-service Amazon agency” from page 15 to page 4 and earned a placement next to Google’s AI Overview / SGE panel for the target commercial term.
- **Chaney’s Collision Centers (Multi-location Auto Body / Collision Repair, Glendale, AZ):** Drove dominant local-pack visibility across the Phoenix West Valley — ranked #1 across the majority of a 9×9 / 5-mile geo-grid (Local Falcon, Jun 2026), with Share of Local Voice of 81.5 and 76.5 across two locations and an **average map rank of ~2.6**.
- Grew total site visits to 2.1K/mo (+2,062%) and unique visitors to 1.6K (+1,628%) in six months while lifting pages/visit +165% and cutting bounce rate ~46%; reinforced by review-profile strength of 4.7–4.9★ across 700+ reviews.
- **Respicare Enterprises (Medical Equipment, PH):** Built a local-search foundation from a zero baseline — +126% calls, +56% profile views, +57% searches in three months via GBP, on-page, and citation work.

Senior SEO Strategist

2022 – 2024

Stallion Express Canada — eCommerce, Logistics SaaS

- Led a full recovery from an active negative-SEO attack targeting the founder and brand: organic traffic 27.8K → 77.4K/mo (+178%), DR 50 → 64, and recovered top commercial rankings — **“cheapest shipping in Canada” (6–7 → #1) and “best shipping in Canada” (9–12 → #2).**
- Identified and disavowed 300+ toxic backlinks with defamatory anchor text; rebuilt authority with placements on DR 90+ domains (Forbes, AWeber) and 4+ industry publications, prioritized by topical relevance over volume.
- Optimized lead-gen and local landing pages across 8 metros (Mississauga, Richmond, Montreal, North York, Kitchener, Pickering, Vaughan, Calgary); built 300+ NAP-consistent citations.
- Documented a step-by-step recovery playbook and trained the internal SEO team so the program could be sustained without ongoing strategist intervention.

SEO Strategist

2021 – 2022

Study.com — US Education / SaaS Enterprise

- Built site-wide content mapping and internal-linking architecture for an enterprise education platform, aligning page-to-keyword mapping with commercial conversion paths.
- Ran strategic SEO audits across high-traffic pages, prioritizing recommendations by impact rather than producing flat checklists.
- Used GSC and GA4 to track conversion-aligned keyword performance and steer on-page optimization priorities.
- Designed title-tag and metadata frameworks tied to user intent and click-through performance, not keyword density.

SEO Analyst

2019 – 2021

Rock Valley Marketing — Agency / eCommerce & Local

- Took ownership of 10+ previously deprioritized client accounts and rebuilt their SEO programs — lifting bookings 40–58% within six months, with continued revenue gains in subsequent years.
- Defined and launched the agency’s local-search service line (2019) from scoping through pitch, signing 5 new clients (+30% client-base growth).
- Set technical direction for execution teams: schema strategy, sitemap structure, geotagged mapping, and iFrame stacking.
- Standardized local SEO diagnostics agency-wide using Local Falcon and BrightLocal, creating repeatable audit and reporting workflows.

EDUCATION

University of the Philippines Los Baños

Laguna, Philippines

B.S. Food Technology — Major in Food Engineering

2012 – 2017

CERTIFICATIONS

Google: Fundamentals of Digital Marketing

SEMrush: Crafting a Winning SEO Strategy (In-House Marketers); Technical SEO with Bastian Grimm

SEO Training: Senior SEO Manager Training · SEO In-Depth Training · All White-Hat SEO Training · Premium Local SEO Masterclass

Process: Lean Six Sigma — White Belt

REFERENCES

- **Ken Amparo** — Head of Operations, Link Helpers International · +63 962 839 9280 · ops@linkhelpers.com
- **Aman Chopra** — Head of SEO & PPC, Stallion Express
- **Jude M. Requiz** — Senior SEO Manager, Door Domination · +63 966 358 6998