

Andrew Dunn

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SUMMARY

Senior SEO and organic growth leader. 12 years scaling organic programs across fintech, biotech, and consumer data to 90M+ annual sessions across 10+ brands, leading an 8-person dev team. Led growth from Series A through C at a fintech unicorn. Scales SEO operations with AI orchestration, LLM content systems, and GEO/AEO measurement. Now building open-source AI tooling for the full website lifecycle, with Claude-based engines wired into BigQuery and CI/CD for real-time metric feedback loops. Before tech, eight years in public safety built the operational discipline and judgment under pressure I bring to growth roles.

EXPERIENCE

Creator & Maintainer

RampStack | Remote | Mar 2026 - Present

Building open-source AI agent tooling and orchestration frameworks for the full website lifecycle, including an Ahrefs MCP-powered SEO audit suite. Skills library, Claude-based engines, verification-first CI/CD workflows, and release governance, built solo to enterprise engineering standards, with roughly 1,000 people using the open-source tooling weekly.

- Released open-source library of 103 Claude Skills (MIT licensed, 425+ reference files, 16 categories) spanning brand and creative direction, design systems, content production, SEO with an Ahrefs MCP-powered audit suite, product management, paid media, growth, frontend, accessibility, ops, and research; stack-agnostic and versioned across Claude.ai, Claude Code, and the Anthropic API, featured on awesome-claude-skills. github.com/rampstackco/claude-skills
- Validated the framework on test sites launched March 2026, including one ranking for 2,800+ Semrush-tracked keywords in a competitive YMYL niche within five months of launch.
- Built manifest-driven release governance in GitHub Actions to protect indexation and brand integrity at scale (drift checks, byte-identical fence tests, brand-leak lint), shipping five consecutive releases green with four correct automated stops.
- Designed infrastructure for Claude-based engines to run inside BigQuery and CI/CD, turning monitoring signals into planned optimization work: structured-data fixes, content restructured for citation, and third-party citation targets.
- Built a public AI-search measurement program: Lanthe, an open-source citation-measurement engine reporting Wilson-interval citation share across Perplexity and Google AI Overviews, plus a primary-sourced SERP event registry (26 events, four-tier attribution) with a licensed 1,000-keyword volatility instrument. github.com/rampstackco/lanthe, rampstack.co/research/serp-event-registry
- Maintained 35+ MCP integration patterns, including custom-built Google Search Console and Umami analytics MCP servers wired into BigQuery so CI/CD pipelines review metrics and engines plan next steps.

Tech: Next.js 15, TypeScript, Tailwind CSS, Supabase, headless WordPress, Vercel, Cloudflare, Claude/Sonnet, Claude Code, Codex, Antigravity, GitHub Actions, MCP, BigQuery

Senior Product Manager, SEO

The Lifetime Value Co. LLC | Remote | May 2023 - Feb 2026

Owned organic strategy across 10+ SaaS brands spanning consumer products and B2B fleet solutions in people search, property data, and vehicle history, scaling SEO operations with AI-driven content, measurement, and experimentation.

- Drove 90M+ annual organic sessions and 1.9M+ ranking keywords, managing an 8-person SEO dev team.
- Ranked "reverse phone lookup" in the top 10 (87 KD, 800K+ monthly searches).
- Built Growthbook A/B framework across 50M+ product-page splits, driving 5%+ conversion lift and 6%+ CVR on tested pages; led UX experiments increasing top-of-funnel entries 16% period-over-period.
- Tracked and optimized programmatic pages across millions of indexable URLs, using AI-assisted workflows and structured-output agents for keyword targeting, generation, and on-page optimization.
- Led content audits across 1,300+ articles on 4 brand sites, scoring each on traffic, bounce rate, product connection, and topical authority to drive rewrite, pruning, and net-new production decisions.
- Deployed an LLM brand-monitoring system running 10,000+ prompts per query, enough volume to reach statistical significance, measuring citation share, sentiment, and ranking across ChatGPT, Claude, Gemini, and Perplexity (AI search, GEO/AEO).
- Established B2B SaaS lead generation pipelines for the fleet management product, using sales intelligence (Apollo) insights and serving enriched data to sales teams.
- Designed reusable component libraries for the CloudCannon CMS; oversaw Figma-driven UX for data-discovery, property-insight, and record-monitoring products.
- Scaled content quality with RAG pipelines (SurferSEO, NeuronWriter, custom AppScript APIs), saving 20+ staff hours per month; held 90%+ Core Web Vitals on head terms and built Looker/BigQuery dashboards on GA4 and dataLayer inputs.

Senior SEO Manager, Growth Marketing

Caribou Financial, Inc. | Remote | May 2021 - Nov 2022

Led SEO and growth marketing through Series A-C at a fintech unicorn in auto refinance and insurance.

- Grew "caribou" branded term to #2 SERP (135K monthly searches, 88 KD) and increased total ranking keywords 672% (314 to 2,424) in the months after the caribou.com migration.
- Maintained 10% QoQ organic traffic and conversion growth via Google Data Studio/Mixpanel dashboards; A/B tested CTAs raising lead conversion 5.7%.
- Worked with product, engineering, and analytics teams to achieve 90+ CWV scores and execute 9 high-impact technical SEO improvements.
- Developed a legal-vetted AI copywriting engine producing YMYL fintech refinance and insurance content; directed agency workflows and oversaw cornerstone expert guides.
- Built custom fintech tools and JS calculators for the auto-loan and insurance marketplace; defined a design system of 15+ component templates for UX and brand consistency.
- Defined scrum-based growth roadmaps with KPIs/OKRs, increasing team velocity 22% through funding rounds; led SEO for two corporate rebrands including caribou.com domain migration.

Digital Marketing Analytics Specialist

Bio-Techne Corporation (NASDAQ: TECH) | Centennial, CO | Jun 2019 - May 2021

Led demand generation across multiple business units for a publicly traded biotech with \$84M+ in ecommerce revenue.

- Drove 20% YoY organic growth and managed \$40K/mo Google Ads budget, increasing paid conversion volume 118% FYTD.
- Built GTM JSON container (170 tags, 182 triggers, 67 custom variables) enabling scalable cross-domain analytics across 7 ecommerce sites with 200K+ products, saving 65+ hours of manual setup.
- Developed last-hit attribution models for 28M annual page views across 380K+ pages in English and Chinese, directly supporting \$84M+ ecommerce revenue reporting.

Search Engine Optimization Consultant

Yunto Group LLC | Denver, CO | Dec 2014 - Mar 2020

Independent consulting and digital venture studio focused on SEO-driven web properties and paid acquisition.

- Founded consumer affiliate site generating \$672K revenue at 6.76% conversion rate, scaling to 32,000+ monthly sessions across 17,674 keywords.
- Architected dynamic page generation for 93,000+ pages (256,000+ words), achieving 20,889 SERP keyword rankings.
- Built metasearch taxonomies for 33,000+ U.S. geo locales using Census data.

Director of Operations

BackerClub | Remote | Nov 2016 - Feb 2017

Ran operations for a Kickstarter marketing company. Developed protocols that increased project backers 14.9%, led a UX redesign that lifted product lead conversions 22% month-over-month, and built internal dashboards for backer-to-reward tracking. Created the growth roadmap around an exit strategy; the company later sold for \$750K+.

Deputy Sheriff

Douglas County Sheriff's Office | Castle Rock, CO | Aug 2008 - Mar 2016

Public safety. Patrol, investigations, crisis intervention, and special assignments. P.O.S.T. certified. Eight years of high-pressure decision-making that still shows up in how I run projects and lead teams today.

TOOLS & PROFICIENCIES

SEO & Analytics: Technical SEO (schema/structured data, canonicalization, XML sitemaps, indexation, internal linking, log-file analysis, Core Web Vitals), programmatic SEO, Generative Engine Optimization (GEO/AEO), AI search; SEMrush, Ahrefs, Moz, Screaming Frog, BrightEdge, SurferSEO, NeuronWriter, Growthbook, Google Search Console, GA4, GA360, Looker Studio, Mixpanel, Segment, BigQuery, Tableau, Snowflake

AI & Development: Agentic workflows, multi-agent orchestration, RAG pipelines, structured outputs, prompt engineering, automated quality gates, evals and guardrails, prompt automation, Claude/Sonnet, Claude Code, Codex, Antigravity, OpenAI APIs, MCP, AirOps; Python, JavaScript/TypeScript, HTML/CSS, SQL, Next.js, React, WordPress (ACF, Genesis), Supabase, Vercel, Cloudflare, GitHub Actions, CI/CD, Google Tag Manager

Product & Growth: Product discovery, PRDs and specs, roadmapping, prioritization, OKRs/KPIs, stakeholder management, cross-functional leadership, A/B testing and experimentation (Growthbook, GA4), Apollo, component/design systems, Jira/Scrum/Agile, Figma, Looker, Google Data Studio, DebugBear, PageSpeed Insights

EDUCATION & AFFILIATIONS

M.A. National Security Studies & Terrorism | B.S. Criminal Justice, Tax Accounting Minor

Crisis Intervention Teams (2013 - Present) | P.O.S.T. Certified Colorado Ranger (2018 - Present)