

Katie Stone

SEO Lead

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SKILLS

- SEO/AEO/GEO Strategy Development
- Keyword Research & Optimization
- A/B Testing & CRO Experimentation
- SEO Tools (SEMrush, Screaming Frog, GA4, etc.)
- Technical SEO & CMS Management
- AI Tools (Gemini, ChatGPT, AI Agents)
- Team Management & Leadership
- Off-page SEO, Digital PR, Citations & Link Building
- Competitor Research & Analysis

WORK HISTORY

Leadhub Inc. (2018 - Present)

- **Director of SEO & GEO (Oct 2025 - Present)** - Drive the holistic organic search strategy and subject matter expertise for over 70 home service clients, establishing best practices in local SEO, technical architecture, and digital PR to maximize ROI and market share in all search spaces.
- **SEO Lead (Nov 2023 - Oct 2025)** - Developed the strategic roadmap and standardized execution frameworks for all SEO initiatives. Led and managed a team of SEO Specialists, ensuring quality control and scaling high-impact strategies across the client base.
- **SEO Specialist (Jan 2023 - Nov 2023)** - Executed comprehensive SEO strategies, performed detailed keyword research, and optimized on-page and technical elements to improve search engine rankings.
- **Account Executive (Mar 2020 - Jan 2023)** - Managed client accounts, developed and executed marketing strategies, and served as the primary point of contact to ensure client satisfaction.
- **Account Coordinator (Aug 2019 - Mar 2020)** - Assisted in the execution of brand strategies, coordinated marketing activities, and supported brand management efforts.
- **Content Marketing Freelancer (May 2018 - Aug 2019)** - Crafted SEO-optimized content for various clients, focusing on keyword integration and messaging to enhance online visibility and engagement.

Public Relations Intern - Ketner Group (Jan 2019 - June 2019)

- Assisted in digital and traditional PR initiatives for B2B SaaS in the retail technology industry.

Education and Achievements

Texas State University

- MBA in Business Analytics (2025 - Expected Dec 2026)
- BS in Mass Communication and Public Relations, Summa Cum Laude (2015 - 2018)

BrightonSEO Conference San Diego

- Official Speaking Track Moderator (2025)
- Official Speaker, *Putting The Searcher First: Content Strategy Using GSC* (2024)

Google Cloud Gen AI Leader Certification (2025)

- Certification in Google Cloud AI Suite