

Marcus O'Dell

DIRECTOR OF SEO & ANSWER ENGINE OPTIMIZATION

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PROFILE

SEO and AEO leader with a decade in digital strategy, currently running organic growth for 40+ client accounts at a fast-growing agency. Built both the SEO and web development service lines from zero; agency MRR grew 242%. My focus is where AI-driven search meets brand visibility: how a brand gets cited in ChatGPT, Perplexity, Claude, and Google AI Overviews, which is increasingly where the buying decision gets made. I came to search from six years in municipal government communications, and that is where the message-discipline instinct comes from.

EXPERIENCE

Sentic Director of SEO & Analytics

Feb 2024 – Present • Remote

- Grew agency MRR 242%, from \$35k to \$160k, across a 40+ client portfolio in healthcare, senior living, hospitality, B2B SaaS, and ecommerce; hire and manage four contractors across content, technical SEO, and development
- Built an answer engine optimization framework that produced 378% growth in organic impressions and 257% growth in clicks within six months for top accounts, tracking citation share across ChatGPT, Perplexity, Claude, and Gemini
- Standardized entity coverage, FAQ and organization schema, and lms.txt deployment across the book, turning AEO from a one-off tactic into a repeatable service line the team can execute without me
- Designed the agency's ClickUp and Zapier automation stack, cutting manual task management roughly 60% and letting the team scale output without adding headcount
- Led incident response on an agency-wide ad account compromise: credential rotation, access audit, and the security documentation now used as standard practice
- Oversee 15+ custom web development builds from wireframe through deployment with technical SEO designed in from the start, plus 20+ hours of monthly client consulting on GA4, Looker Studio, and Databox

Sentic Paid Media Manager

Aug 2022 – Feb 2024 • Chicago, IL

- Joined as the agency's third employee to build and run paid media from scratch
- Managed \$100k+ in monthly ad spend across Google Search and Meta for 10+ accounts in service, hospitality, and ecommerce, owning full-funnel strategy for clients with long buying cycles
- Owned performance reporting and client communication for every paid media account

Nick the Marketer Production Manager / Senior Paid Ads Specialist

Apr 2021 – Aug 2022 • Birmingham, AL

- Managed \$49k in monthly ad spend across Google and Meta, consistently hitting lead generation targets for home services and SMB clients
- Built client-facing dashboards focused on ROAS and conversion data rather than vanity metrics, connecting GoHighLevel, Agency Analytics, Databox, and GA4 through Zapier
- As Production Manager, owned fulfillment timelines and output quality across a high-volume client roster and resolved the sales-to-delivery handoff bottleneck

Walker360 Digital Strategist

Feb 2020 – Apr 2021 • Montgomery, AL

- Managed paid search for five internal brands and 12 external clients at roughly \$10k in average monthly spend
- Built the reporting infrastructure on Google Tag Manager, GA4, and Databox; tracked SEO and site performance across all internal brands and developed the improvement plans

Birmingham City Council Digital Media Strategist, District 3

Oct 2016 – Sep 2019 • Birmingham, AL

- Ran digital communications and community engagement for Council President Valerie Abbott's office, including social media and email marketing
- Built and maintained bhamdistrict3.com as a resident engagement platform, and served as liaison between the public and private sectors at community events and on several boards

- Hired into District 2 as a data analyst and moved into media strategy: built an interactive district website and ran integrated web, social, and outreach strategy

City of Birmingham Chief of Staff, District 2

Sep 2013 – Jul 2015 · Birmingham, AL

- Ran daily operations for the District 2 council office: constituent services, media relations, and representation on the Metropolitan Planning Organization's advisory and policy committees

Freelance Web Designer & Digital Strategist

2016 – Present · Greater Birmingham

- Ten-plus years of freelance web development, SEO, and marketing automation for political campaigns, elected officials, and small businesses, run alongside full-time roles

SELECTED PROJECT

Neuromance Founder

neuromance.cloud

- Built to deliver enterprise-level SEO and AI search optimization to small businesses that could never carry an agency retainer, using the same method that runs across a 40+ account book

SKILLS & TOOLS

AI search and SEO Answer engine optimization, generative engine optimization, technical SEO, AI citation tracking, schema markup and structured data, entity optimization, llms.txt, SERP analysis, Core Web Vitals

Analytics GA4, Google Tag Manager, Looker Studio, Databox, Cairrot, Agency Analytics

Platforms WordPress, Shopify, Webflow, Duda, Sitecore, AIOSEO

Operations ClickUp, Zapier, workflow design, contractor management, scaling delivery without headcount

Paid media Google Ads, Meta Ads, GoHighLevel, full-funnel campaign strategy

EDUCATION

Jacksonville State University BS, Political Science & International Relations

2007 – 2011

University of Alabama at Birmingham International Relations & Affairs

2017