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🏠 Based in Serbia | Remote US Eastern Time Availability

LULIĆ DRAGAN

👨🏻‍💻 About me

I am a **Senior SEO and organic growth specialist** with eight years of experience driving growth across SaaS, e-commerce, and iGaming with a strong focus on AEO and GEO strategies. I work hands-on from audit to implementation, track brand visibility across LLMs and tie organic performance to revenue.

I have worked in both agency and in-house environments, supporting local and international teams across multiple markets. My work has included **leading SEO and content efforts**, supporting **site migrations and redesigns**, and collaborating closely with product, engineering, and marketing teams to improve organic discovery and long-term performance.

I am known for **bringing clarity to complex problems** and **turning strategy into practical, actionable steps** that support long-term user acquisition and business growth.

🛠️ Tools & Platforms

- ➔ Ahrefs, SEMrush, Screaming Frog
- ➔ Claude, ChatGPT, Gemini, Perplexity
- ➔ WordPress, Shopify, Magento
- ➔ GSC, GA4 & Looker Studio
- ➔ Jira, Confluence, Monday

🧠 Core Skills

- ➔ AI Visibility Tracking (AEO, GEO)
- ➔ International SEO & Site Migrations
- ➔ ROI-Driven Technical & Semantic Audits
- ➔ Content Strategy & Link Acquisition
- ➔ Cross-Functional Team Leadership

🤝 Work Experience

SEO/AEO Consultant

(*April 2025 - Present*) | **IceWeb**

Driving SEO, AEO, and GEO growth for US-based B2B & e-commerce clients, tying search directly to revenue. Reached 1,000+ AI mentions and 500+ cited pages across ChatGPT, Google AI Overviews, and Gemini for one client within a year by optimizing product and collection pages. Leading technical, semantic, and link-focused audits from analysis to implementation, plus client strategy presentations.

SEO and Organic Growth Consultant

(*July 2020 - Present*) | **PeoplePerHour**

Managed SEO projects for small businesses and site owners to improve organic visibility through focused SEO and growth-oriented audits, delivering clear, actionable recommendations. This approach drove consistent performance improvements and a *perfect 5-star client satisfaction rating*.

SEO Team Lead ← SEO Manager

(*January 2023 - April 2025*) | **Gentoo Media**

Led SEO for a multilingual iGaming affiliate portfolio, managing and mentoring SEO specialists, writers, and freelancers across competitive markets, contributing to a 9x increase in organic performance in 15 months on one of the largest sites in the industry.

SaaS SEO Specialist

(*July 2022 - January 2023*) | **Infobip**

Played a key role in SEO during a major website redesign at a global B2B SaaS company, improving product discovery and organic user flow. These efforts contributed to a 50% increase in organic growth within four months.

SEO Specialist

(*April 2021 - July 2022*) | **Smartpoint Adria**

Owned SEO strategy and execution across multiple client accounts, driving growth through technical, on-page, link building & local SEO initiatives. Acted as a key point of contact, aligning priorities with client goals and coordinating with developers and content teams. Managed roadmaps and delivered consistent increases in traffic and keyword visibility across markets despite frequent algorithm updates.

SEO Consultant

(*November 2020 - August 2021*) | **Kupakia**

Collaborated with a Spain-based agency and Spanish-speaking clients on technical audits and on-page optimization. Delivered practical fixes and workflow improvements that increased traffic and improved overall site performance.

SEO Specialist ← Content Manager ← Content Specialist

(*February 2019 - April 2021)* | **Executive Digital**

Supported multiple client accounts across SEO and content, contributing to audits, on-page optimization, reporting, and content planning. Owned content coordination and cross-team alignment, ensuring SEO initiatives were executed effectively. Worked with internal teams to turn strategy into actionable deliverables, driving measurable improvements in organic performance.

📄 Certificates

- Claude 101 by Anthropic
- BlueArray Technical SEO Certification
- CXL Institute Technical SEO Course
- Google Introduction to Generative AI
- ECL Consortium C1 English Certification
- DELE B1 Spanish Certification

👨🏻‍🎓 Education

Bachelor's degree in Informatics from the University Business Academy in Novi Sad, Serbia

Thesis: **"Developing an Online Store Supported by an Effective Digital Marketing Strategy".**

🗣️ Languages

- **Serbian**: Native
- **English**: C1, Full Professional Proficiency
- **Spanish**: B1, Intermediate