

# Rikki Bleiweiss

LOS ANGELES, CA

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Rikki is a content marketing strategist who drives results across SEO, AEO/GEO, Paid, Social, PR, and CRM channels.

## Work Experience

### **Organic Growth & Content Marketing Lead**

2025-Present

*Gametime (Live Event Ticket Marketplace with \$1+ Billion GMV)*

- **SEO:** Managed programmatic SEO content across 3000+ pages, increased organic traffic 20%
- **AEO/GEO:** Invented AEO/GEO program that achieved 100% page surfacing in Google AI Overviews and grew ChatGPT brand mentions from 0% to 60% of target searches
- **Internal Tooling:** Built proprietary AEO/GEO measurement, testing, and implementation tools using Claude Code and Zapier (no engineering resources required)
- **Product:** Partnered with product team to launch an on-page and in-app feature that lifted conversion rate 1.6%, projecting \$2M in incremental GMV growth
- **PR:** Secured organic placements in [Variety](#), [Yahoo Sports](#), and [USA Today](#) through newsworthy content; secured regional coverage via targeted reporter outreach
- **Social:** Earned millions of impressions across X, Reddit, and Instagram with narrative content
- **Content:** Built integrated campaigns across SEO, PR, social, paid media, and CRM; repurposed content across channels, driving a 10% lift in email open rates and 900% blog traffic increase
- **Brand:** Shaped narrative voice; oversaw editorial calendar across written, interactive, and video
- **Paid:** Support Paid Ads strategy through content creation & build SEM landing pages
- **Data:** Leveraged SQL and AI-assisted tooling to query data warehouse to inform decisions

### **SEO & CMS Specialist**

2024-2025

*SUCCESS Magazine (Consumer lifestyle & business media brand)*

- Led and executed full-funnel SEO strategies using keyword research and SERP analysis
- Conducted technical SEO audits, addressing crawl issues, site speed, and UX inefficiencies
- Produced data-driven insights from GA4 and GSC to inform content ideation and prioritization

### **Content Writer and Editor**

2022-2025

*Slickdeals (eCommerce platform with hybrid DTC/B2B Affiliate Model & 12M monthly users)*

- Owned SEO strategy for commerce content, leading to a 400% traffic increase & \$1M+ in sales.
- Developed and expanded omnichannel content briefs across email, social, and web
- Led Prime Day SEO campaigns, securing #1 organic rankings and growing revenue 35% YoY
- Managed freelance team through scalable content playbooks and editorial scorecards

## Education

**Master of Fine Arts (MFA)**, Screenwriting, *University of Texas at Austin*

**Bachelor of Science (BS)**, Radio-Television-Film, *University of Texas at Austin*

**Master of Business Administration (MBA)**, Quantic School of Business and Technology