



Daine Dvorak

AI-Powered SEO Expert

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Shawnee, KS

Summary

Innovative AI SEO Specialist with extensive experience leveraging advanced AI tools to deliver strategic, data-driven SEO outcomes. Expert in integrating AI-driven automations for content creation, predictive analytics, and schema markup optimization. Skilled user of Google Tag Manager (GTM), Google Analytics 4 (GA4), Google Search Console, SEMrush, Ahrefs, and Screaming Frog. Strong communicator capable of translating technical insights into actionable strategies for diverse stakeholders, driving digital growth through efficient, AI-enhanced SEO methodologies.

Experience

SEO Consultant and Owner

JETTLIFE Tech - Overland Park, KS, USA

January 2012 - Present

- Developed AI-driven schema markup automations (Schema Wizard Automation), improving organic search visibility by 39%.
- Automated workflows via Google Apps Script, cutting weekly operational tasks by 20 hours and enhancing productivity by 94%.
- Created comprehensive documentation and frameworks for scalable AI-powered SEO automation solutions.

Senior SEO Specialist

Bullseye Strategy - Fully Remote - USA

October 2024 - January 2025

- Enhanced reporting accuracy and data-driven insight development, empowering junior SEO analysts.
- Automated analytical and reporting processes via Google Apps Script, reducing manual time per client by over 1 hour weekly.
- Implemented AI-driven schema markup, leading to ranking boosts for high-value keywords.

Senior SEO Specialist

RSM Marketing - Lenexa, KS, USA

March 2023 - September 2024

- Performed large-scale technical SEO audits, identifying indexation and performance issues that improved rankings by 30%.
- Conducted technical SEO audits, resolving site structure and Core Web Vitals issues, achieving a 30% improvement in organic rankings.
- Built custom data automation solutions with Google Apps Script, streamlining internal processes and reducing manual reporting by 40%.
- Collaborated cross-functionally to optimize SEO strategies integrating data-driven AI insights.

SEO Supervisor

Woodruff - Fully Remote - Kansas City, MO, USA

February 2022 - January 2024

- Led AI-driven workflow automation initiatives, significantly enhancing team productivity.
- Standardized and documented SEO best practices, reducing onboarding time by 27.5 hours per employee.
- Generated over \$200,000 in revenue by strategically developing SEO opportunities.
- Managed advanced technical SEO optimizations and Core Web Vitals compliance projects.
- Conducted advanced technical SEO optimizations, ensuring Core Web Vitals compliance.
- Standardized SEO best practices by developing 50+ SOPs, reducing onboarding time by 27.5 hours per employee.

Senior SEO Specialist

Intouch Solutions (New name: 'Eversana Intouch') - Overland Park, KS, USA

June 2019 - November 2021

- Created structured documentation and internal training materials to standardize automation practices and enhance technical governance.
- Automated SEO reporting through advanced VBA development and Google App Scripts to streamline data gathering and processing, reducing manual workload by 86.7 hours per project.
- Developed multi-language SEO strategies and implemented advanced structured data solutions, boosting organic visibility by 43%.
- Automated complex SEO reporting tasks, reducing manual project workloads by 86.7 hours.

Projects

Advanced Schema Generator Automation

AI-Powered & SEO Deliverable Integration Project - AI Prompt Engineering, Data Transformation, Technical SEO, NLP, Schema Markup

- Designed and implemented "Schema Wizard Automation," an AI-driven chatbot solution integrating NLP and sophisticated prompt engineering techniques for scalable schema markup production. Simplified complex technical SEO processes, enabling precise schema implementation from raw web content in minutes. Delivered marked growth in organic search impressions, increased user engagement, and a substantial (39%) uplift in rich result visibility.

Certifications

Prompting ChatGPT with Multimodal Techniques

LinkedIn Learning

April 2025 - Present

Content Strategy in the Age of AI

LinkedIn Learning

April 2025 - Present

Learning REST APIs

LinkedIn Learning

March 2025

Creating API Documentation

LinkedIn Learning

March 2025

Creating GPTs with Actions

LinkedIn Learning

February 2025

Introduction to Artificial Intelligence (2023)

LinkedIn Learning

March 2024

Introduction to Large Language Models

LinkedIn Learning

September 2024

Prompt Engineering: How to Talk to the AIs

LinkedIn Learning

April 2024

What Is Generative AI?

LinkedIn Learning

June 2023

Generative AI: The Evolution of Thoughtful Online Search

LinkedIn Learning

June 2023

Career Essentials in Generative AI by Microsoft and LinkedIn

Microsoft and LinkedIn Learning

March 2024

Ethics in the Age of Generative AI

LinkedIn Learning

July 2024

Learning Microsoft 365 Copilot (December 2023)

LinkedIn Learning

March 2024

Git Certification

Google Launchpad

January 2024

Google Analytics 4 (GA4) Essential Training

Google Developers

March 2024

Skills

AI-Enhanced SEO (LLM Optimization, Generative Search Discovery)
AI-Automated Schema Markup (Advanced) Generation At Scale
Generative AI Content Strategy and Optimization
Google Workspace Integration (add-on's) Development
Google Apps Script Developer
Enterprise SEO Strategy & Large-Scale Site Management
Proficient Google Apps Sheets
Programmatic SEO
Advanced skill set in JavaScript programming.
Advanced Excel and Google Workspace Automation Developer
Keyword Research & Semantic Search
CMS Management (WordPress, Webflow, Umbraco)
Google Analytics 4, Google Tag Manager, Search Console
Team Leadership, Development, and Management Experience
Programmatic SEO & Large-Scale Content Optimization
SEO Strategy for Global & Multi-Language Websites
Core Web Vitals Optimization & SEO Audits
Python & JavaScript for SEO Automation & Data Analysis
Stakeholder Communication & Collaboration
Skilled at SEO Audits & CMS Speed Optimization (CWV)
Cross-Functional Collaboration
SEO Roadmaps & Scalable Growth Planning
Predictive SEO Analytics & Competitor Benchmarking

Social Media

linkedin.com/in/daine-dvorak/
github.com/Jettlifetech
facebook.com/DaineDvorak91
youtube.com/channel/UCFyLSK8FIbfsW4VSPicd3qw