



ORGANIC ARCHITECTURE

Entity and local search
Programmatic templates
Content ecosystems
Migration governance

ENTERPRISE SEARCH

Technical SEO
Site architecture
Crawl and indexation
Multi-market delivery

AI SEARCH / AEO

Profound
Citation measurement
Prompt-set research
Structured data

MEASUREMENT

GA4 - GSC - GTM
Adobe Analytics
Attribution modeling
Executive reporting

BUILD & AUTOMATE

Python - SQL
OpenAI - Claude
Cursor - Codex
Agent workflows

LOCAL DISCOVERY

Google Business Profile
Yext / entity systems
Location-intent content
Booking-path QA

TOOLBOX

Semrush - Ahrefs
Screaming Frog
Jira - Asana
CMS implementation

MITCHELL MILLER

Organic Growth Systems - Entity Architecture - Local Search

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Organic growth systems leader with 10+ years building technical SEO, entity architecture and measurable acquisition programs. Managed search across a 1,000+ location healthcare network and Apple-scale web properties. Current SFC Surf School work brings those systems into local discovery through useful content, an interactive surf guide, booking paths and repeatable reporting.

EXPERIENCE

SFC Surf School - Growth Operations Engineer (Consulting / Implementation)

Organic clicks: 5 to 54 (+980%); impressions: 470 to 1,652 (+251%)
May 2026 - Present

- Own website, local search, content, booking paths and growth operations for a surf school; translate business priorities into shipped improvements and repeatable workflows.
- Built an interactive South Shore surf guide and 10 supporting break articles, with location-specific media, internal links and a 63-page public sitemap.
- Verified Aug 12-Sep 8 search gains against the prior 28 days; produced executive reporting and a 30-post Google Business Profile campaign.

Clarity AI - Senior AI Search Strategist / AI Systems Consultant

Nov 2023 - Feb 2026

- Championed Profound adoption and built AEO/GEO workflows for prompt clusters, citation visibility, recommendation rate and competitive gaps across AI answer engines.
- Built and shipped Clarity Pulse, an internal reporting workflow connecting GA4, GSC and Profound data for faster search, content and AI-visibility insights.
- Led client audits, onboarding, team training and roadmap handoffs; translated technical findings into practical recommendations for account teams.

Stanford Health Care - Independent SEO/SEM & AI Search Consultant

SEO/SEM and patient-acquisition recommendations across 40+ clinical service lines
Mar 2024 - Dec 2025

- Aligned keywords, landing pages, semantic schema, internal links and content with patient-acquisition goals across complex healthcare topics.
- Analyzed paid/organic overlap, local intent and landing-page performance; turned findings into action plans for clinical, marketing and analytics stakeholders.

BUSINESS OUTCOMES

Revenue-linked search
Conversion engineering
Multi-location growth
Operational handoffs

COLLABORATION

Product and engineering
Marketing and analytics
Executive stakeholders
Client enablement

INDEPENDENT BUILDS

Domain Signal
Clear Kayak Adventures
Vet Advocates

EDUCATION

Michigan State University
BA, Business Administration
Eli Broad College

PORTFOLIO

mitchjmilller.com
Case studies and
interactive work samples

EXPERIENCE (CONTINUED)

Apple - Program Manager, SEO - Americas Region (AMR)

Search architecture spanning 38+ country sites and 138 hreflang locale variants

Aug 2022 - Jan 2024

- Owned Americas SEO strategy and campaign discoverability for apple.com/store; aligned requirements across product, marketing, design, localization and engineering.
- Diagnosed JavaScript rendering and indexation gaps; built business cases, secured roadmap priority and partnered on remediation and release QA.

CommonSpirit Health - SEO & Web Analytics Product Manager

\$15.21M attributable FY22 revenue; 88K appointments; 175K calls/directions

Sep 2018 - Aug 2022

- Owned organic-search KPIs across 1,000+ locations and 20+ markets, connecting search performance to appointments, revenue and executive reporting.
- Defined requirements for 1,000+ Yext entity pages, parent/child architecture and dynamic CMS templates; improved local data and structured-data governance.
- Led 20+ enterprise migrations with technical QA, vendor coordination, attribution modeling, recovery plans and performance monitoring.

Wpromote (DemandWave) - SEO Campaign Manager

Apr 2015 - Aug 2018

- Directed enterprise and mid-market SEO programs; translated technical and competitive audits into content, authority, internal-linking and CRO workstreams.
- Built keyword research, content briefs, reporting narratives and prioritized roadmaps; trained teams in technical analysis and repeatable delivery.

INDEPENDENT PROJECTS

Domain Signal - Founder, Solo Build

2024 - Present

Built a market-intelligence concept combining domain-registration signals, public data, scoring logic and AI-assisted analysis.

Clear Kayak Adventures - Founder & Operator

2024 - Present

Built the website, OTA listings, merchant processing, CRM, operating procedures and acquisition systems for an Oahu service business.

Vet Advocates - Growth Systems Advisor (Pro Bono)

2024 - Present

Built repeatable nonprofit acquisition workflows across Meta, Instagram and TikTok, with campaign operations and performance reporting.