

EMILY BORST

CONTENT & SEO STRATEGIST

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Content and SEO strategist with over 6 years of experience driving organic growth and enhancing brand visibility. Proven success in increasing organic engagement through search-optimized content and AEO strategies that prioritize user journey and experience. Collaborative, curious, and always exploring forward-thinking approaches to content strategies in evolving search landscapes.

PROFESSIONAL EXPERIENCE

CONTENT STRATEGY LEAD (CONTRACT)

July 2025 — present

The Knot Worldwide | *New York, NY (remote)*

- Partner with Director and Senior Manager of Content Strategy to design and evaluate AEO and SEO initiatives that increase visibility and citations of The Knot content in large language models (LLMs).
- Spearhead testing of new visual search channels, including Pinterest, to expand and diversify organic traffic pathways to The Knot editorial content.
- Develop and refine content strategy for both new and legacy articles, guiding internal and freelance teams on SEO best practices, redirect opportunities, and internal linking to strengthen rankings and reduce cannibalization.

SENIOR CONTENT STRATEGIST

July 2024 — July 2025

Made In Cookware | *Austin, TX*

- Piloted post-Google HCU and AI Mode/AI Overview strategy shifts to combat zero-click trends, resulting in 100%+ YoY growth in search impressions through a focus on SERP feature capture and LLM-ready content.
- Owned performance reporting for the organic search channel, delivering actionable insights to senior leadership and recommending data-driven strategies to increase traffic and visibility.
- Led end-to-end organic content strategy for blog and web content, aligning with business objectives and expanding visibility across search engines and emerging AI platforms.
- Secured brand visibility across emerging search channels—including Reddit and other LLMs—positioning madeincookware.com as #3 most-cited source in the cookware category by LLMs (via Profound).
- Hosted the first-ever Reddit AMA in [r/cookware](https://www.reddit.com/r/cookware) alongside Made In President and CMO, achieving top engagement and establishing benchmark performance metrics now used by the community for future events.

CONTENT STRATEGIST

Jan. 2023 — June 2024

- Developed and executed on-page SEO strategies for blog and landing pages, resulting in 300%+ growth in impressions, 200% increase in CTR, and 15% rise in conversion rate YoY.
- Built and executed monthly content calendars delivering 30+ keyword-driven blog posts that showcased products, amplified launches, and aligned with seasonal trends, resulting in 200K+ monthly pageviews to the Made In Blog.
- Oversaw team of 2–5 freelance writers responsible for production of 10–15 high-quality, SEO-optimized articles, ensuring timely delivery and consistent brand voice and tone.

CONTENT MARKETING SPECIALIST

Jan. 2022 — Jan. 2023

- Managed blog content strategy that saw organic traffic increase by 200% in six months and boosted domain rating by 7 points within one year, including over 300+ organic first-page rankings.
- Drove cross-functional collaboration efforts to ensure SEO best practices were implemented across content, product, and marketing deliverables, identifying opportunities for optimization while maintaining consistency and brand voice.

CONTENT MARKETING SPECIALIST

Sept. 2019 — Jan. 2022

Siege Media | *Austin, TX*

- Led five monthly content marketing campaigns for two enterprise clients, guiding projects from concept development to final execution including link-building initiatives.
- Collaborated with internal agency graphic designers, technical SEO specialists, and external client teams to produce polished high-impact and search-optimized campaigns.

SKILLS

AI & Automation Tools: ChatGPT, Claude, Copilot, Gemini, Perplexity, Profound
Analytics & SEO Tools: Ahrefs, Google Analytics, Looker Studio, SEMrush, keyword research, on-page SEO optimization
Collaboration & Leadership: Cross-functional team leadership, client collaboration, freelance management, mentoring
Content Management Systems (CMS): Contentful, HubSpot, Sanity, WordPress
Content Strategy & Development: Content planning, editorial direction, content audits, copywriting, brand voice creation
Project Management: AirTable, Asana, ClickUp
Social Media & Community Engagement: Meta (Instagram and Facebook), Reddit, Substack, TikTok, Twitter/X
Software & Design Tools: Adobe Photoshop, Canva, Google Suite, Microsoft Office Suite

EDUCATION

BACHELOR OF SCIENCE: MASS COMMUNICATIONS, FOCUS IN PUBLIC RELATIONS Virginia Commonwealth University <i>Richmond, VA</i>	May 2019
BACHELOR OF ARTS: ENGLISH Virginia Commonwealth University <i>Richmond, VA</i>	May 2019