

# EMILY BORST

CONTENT MARKETER & 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 – CONTRACTOR

*July 2025 — Dec. 2025*

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

- Partnered with Director and Senior Manager of Content Strategy to design and evaluate AEO and SEO initiatives that increased visibility and citations of The Knot content in large language models (LLMs).
- Spearheaded testing of new visual search channels, including Pinterest, to expand and diversify organic traffic pathways to The Knot editorial content.
- Developed and refined content strategies 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 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 first-ever Reddit AMA in r/cookware alongside Made In President and CMO, achieving top subreddit 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 multiple 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

**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 | *Richmond, VA*

May 2019

### BACHELOR OF ARTS: ENGLISH

Virginia Commonwealth University | *Richmond, VA*

May 2019