

EMILY BORST

CONTENT, SEO, & EDITORIAL STRATEGIST

Austin, TX | emiborst@gmail.com | (540) 419-5113 | www.emily-borst.com

Content specialist with 7+ years' experience driving organic growth and brand visibility. Skilled at boosting engagement through search-optimized content and AEO strategies grounded in user journeys. Collaborative and curious, with a proven track record of evolving content strategies to adapt to shifting search landscapes.

PROFESSIONAL EXPERIENCE

CONTENT STRATEGY LEAD – CONTRACTOR

July 2025 – Dec. 2025

The Knot Worldwide | New York, NY (remote)

- Led planning and evaluation of AEO initiatives with the Director and Senior Manager of Content Strategy, shaping strategies to improve visibility and presence in large language models (LLMs).
- Directed Pinterest visual search testing and optimization, including performance tracking and reporting, to expand and diversify organic traffic to The Knot editorial content.
- Developed and refined content strategies for new and legacy articles, guiding internal and freelance teams on SEO best practices, redirects, internal linking, and timely content updates to improve 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](https://www.reddit.com/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 aligned with products, launches, and seasonal trends, generating over 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 & TOOLS

Content Strategy and Editorial Leadership: Brand voice and editorial standard definition, blog and pillar content development, content audits and gap analysis, editorial calendar ownership, brand-safe content governance

Writing and Content Production: Blog posts and long-form content, landing pages, product page copy, social copy, email campaigns, ad copy, editing and proofreading, content iteration across formats

AI-Enabled Content Workflows: Prompt engineering, content quality control, content workflow design, ideation, and outlining
Platforms: ChatGPT, Copilot, Claude, Perplexity, Profound

Search and Content Analysis: SEO, AEO, and GEO strategy, keyword research, on-page optimization, generative search and LLM discoverability, content performance tracking and evaluation
Tools: Ahrefs, SEMrush, Google Analytics, Parse.ly, Looker Studio

Collaboration and Project Management: Cross-functional collaboration, stakeholder and client partnership, editorial project operations and direction, freelance/contractor management
Tools: Airtable, Asana, ClickUp

Content Management Systems (CMS) and Operations: Content structure planning, content organization and tagging, metadata and schema application, publishing, content maintenance
Platforms: Contentful, HubSpot, Sanity, WordPress

Social Media and Community Platforms: Meta (Instagram & Facebook), Reddit, Substack, TikTok, Twitter/X

Design and Productivity Tools: Adobe Photoshop, Canva, Google Workspace, Microsoft Office

EDUCATION & CERTIFICATIONS

| | |
|--|---------------------|
| 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 |
| FUNDAMENTALS OF GENERATIVE ENGINE OPTIMIZATION (GEO) Muck Rack | January 2026 |