

# Kayla R. Hall

San Diego, CA | (951) 593-6822 | [kayla.rose.hall@gmail.com](mailto:kayla.rose.hall@gmail.com)

**Portfolio:** [www.kaylarosehall.com](http://www.kaylarosehall.com) (SEO + AI-optimized content samples)

---

## SEO Content Strategist | AI Search & Conversion-Focused Copywriter

SEO content strategist with 15+ years of experience driving organic growth through high-performing content. Specializes in AI-era search optimization (AEO, GEO, entity SEO) and creating content designed to rank in Google, AI Overviews, and generative engines.

Proven ability to turn search intent into traffic-driving, conversion-focused content across industries including legal, SaaS, automotive, and e-commerce.

---

### Core Expertise

- SEO & AEO Strategy (AI Overviews, entity optimization)
  - Conversion-Focused Copywriting
  - Long-Form Content (blogs, pillar pages)
  - Keyword & Search Intent Strategy
  - Tools: ChatGPT, Surfer SEO, SEMrush, WordPress
- 

### Professional Experience

#### **Freelance SEO Content Strategist** | Self-Employed | 2011 – Present

- Led end-to-end SEO content strategy for agencies and direct clients across multiple industries
- Created high-performing blogs, landing pages, and website copy aligned with search intent and conversion goals
- Developed keyword strategies, content plans, and site structures to improve organic visibility
- Optimized content for AI-driven search experiences, including Google AI Overviews and generative engines
- Refined and humanized AI-generated content to enhance readability, engagement, and ranking potential

#### **Freelance SEO Writer** | Rank Harvest SEO & Digital Advertising | Feb 2025 – Present

- Developed keyword strategies targeting high-intent search queries for agency clients
- Created SEO blog content designed to rank in search engines and drive organic traffic
- Rewrote and optimized location pages to improve readability, engagement, and SEO performance

#### **Senior Marketing Copywriter** → **Marketing Operations Manager** | Home Controls | 2012 – 2018

- Built and scaled content across three e-commerce websites to support product visibility and sales
  - Managed Google Ads campaigns and contributed to overall revenue growth
  - Oversaw marketing operations and coordinated cross-functional workflows
  - Edited and optimized product descriptions to improve clarity and conversion rates
- 

### Education

B.A. Journalism (Magna Cum Laude) – San Diego State University

Technical Writing Certificate – CSU Dominguez Hills