

Logan Freedman

Global Head of AEO & SEO · Austin, TX

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SUMMARY

Organic growth leader with 10+ years owning the traffic number in every role. Lead discipline: Answer Engine / Generative Engine Optimization (AEO/GEO) — winning the AI-answer layer across ChatGPT, Claude, Gemini, Perplexity, and Google AI Overviews. At Manychat, grew organic search from 22% to 47% of company revenue, backed by a 600-prompt share-of-voice system, a proprietary AI attribution methodology, and an in-house real-retrieval AI-visibility measurement platform built after auditing commercial vendor tooling. Deep technical SEO, AI-native content operations, and a track record of turning proprietary data into content that earns links and citations. Builds functions from zero — 20+ career hires, teams scaled from one to twenty — leads globally distributed in-house teams, and authors the organic strategy and data briefed at board level monthly.

EXPERIENCE

Global Head of AEO & SEO — Manychat Feb 2025 – Present

- Built an in-house, real-retrieval AI-visibility measurement platform after auditing commercial AEO vendor methodology: a 46-prompt × 5-market × 7-persona grid (1,610 answers per run) against live model APIs, capturing background search queries, citations, competitor mentions, and sentiment — multilingual (EN/PT/ES), automated weekly — replacing ~\$100K/yr of vendor tooling.
- Own SEO and AEO/GEO as one organic system; report to the CMO and lead an all-in-house global team (US, Spain, Brazil) on a ~\$1M fully loaded budget — eight-figure organic ARR influence, zero agency or contractor spend.
- Grew organic search from 22% to 47% of company revenue; organic traffic +37% YoY.
- Grew AI answer-engine mention rate from 53% to 87% in eight months (commercial tooling — since audited and replaced by the in-house platform above).
- Developed a proprietary AI attribution methodology tying AEO visibility to signups and revenue.
- Led a reset of ~1,400 articles (pruned ~700, rebuilt architecture) with Engineering and Design.
- Diagnosed and resolved a Reddit domain-visibility issue rooted in UGC architecture. Author the board-level organic narrative — strategy, decks, and data presented monthly and ad hoc.

Senior SEO — Manychat Jun 2024 – Feb 2025

- Built the systems that became the company-wide SEO/AI-search program — refresh pipeline, internal linking, keyword monitoring at ~130K scale, exec reporting. Promoted to Global Head in eight months.

AI Search Consultant — Independent 2025 – Present

- Advise ~10 companies, Series A to enterprise, on AEO/GEO strategy and measurement, including regulated categories. Clients include TractBio (biotech); others under NDA.

Head of Marketing — Sitewire Sep 2023 – May 2024

- Owned all marketing for an early-stage startup (~\$10M ARR): SEO, content, paid, social, events, plus founder-led sales support.

Content & SEO Consultant — Performance Golf; Cater2.me Oct 2022 – May 2023

- Back-to-back turnarounds: Performance Golf YouTube engine (+40% MoM subs, +38% MoM views); Cater2.me SEO/demand gen (+22% MoM leads, -16% ad spend, +19% MoM sales).

Director of Owned Media & SEO — BetterPool Mar 2022 – Sep 2022

- Owned the organic engine for a VC-backed startup (~\$10M ARR): organic users ~1M → ~4M YoY (+3M), +600% conversions, a weekly newsletter to 2.2M+ members, and a 20+ person content team.

Head of Content & SEO — NutriSense Apr 2021 – Mar 2022

- Owned acquisition and conversion in a health-regulated (YMYL) category: organic traffic +2,000% (~10K → ~200K+ monthly sessions), conversions +1,800% in 12 months; newsletter strategy for 100K+ subscribers.

Head of Content — Gravy Dec 2020 – May 2021

- Built the content function from zero (~\$20M ARR); pricing and brand work contributing to a +10% increase in ACV.

Director of Content — LawnStarter Feb 2019 – May 2020 · pandemic layoff

- Home-services marketplace (~\$60M ARR): programmatic location-page system — +75% traffic, +53% conversion rate, national earned-media coverage.

Director of Content Marketing — Take 5 Media Group Jan 2017 – Feb 2019

- Built and led a ~20-person cross-functional department from a team of one; 120+ data-driven campaigns earning 5,000+ media placements, managing engagements from \$180K to \$2.7M for Fortune 500 clients.

Earlier: Creative Strategist, Fractl (2016–17) · Director of Social Media & Digital, JES Publishing (2016) · AVP / Business Consultant, Bank of America Merchant Services — payments (2014–15).

SPEAKING & THOUGHT LEADERSHIP

- Author, "The Critical Mass Theory of AI Search" (2026) — original framework on durable LLM visibility.
- Optimizely Thought Leadership Program (2026) — featured AI-search thought leader.
- Speaker, Spryng by Wynter (2026). Podcast guest: The Crawl, The Long Game, Content Amplified.
- Invited member, quarterly senior-SEO roundtable hosted by Ross Hudgens (Siege Media).

CORE EXPERTISE

- **AEO / GEO (lead):** LLM citation strategy, prompt-set / share-of-voice monitoring, entity & authority building, proprietary AI attribution
- **AI-visibility measurement engineering:** real-retrieval pipelines against live model APIs, query-fanout analysis, persona-controlled testing, vendor methodology auditing
- **Technical SEO:** site architecture, schema & structured data, internal linking, crawl efficiency, JS rendering, Core Web Vitals, programmatic SEO
- **Content-led growth:** demand-led topic mapping, editorial standards, proprietary-data content that earns links (5,000+ placements)
- **AI-native ops:** agentic & LLM workflows in production, custom GPTs, prompt libraries, agent chains
- **Discovery beyond search:** YouTube & Reddit distribution; digital PR / earned media
- **Tools:** GA4, Search Console, Ahrefs, Semrush, Screaming Frog, seoClarity

EDUCATION

Florida Gulf Coast University — Political Science & Economics