

Hayden Schuster

Senior SEO Manager | Search Systems & Organic Growth

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Professional Summary

I build SEO systems for enterprise brands navigating the shift from search engines to answer engines. Technical foundations, content architecture, and discoverability frameworks that get content found, understood, and chosen wherever search happens next.

SEO systems portfolio and case studies: haydenschuster.com

Current Work Experience

Senior SEO & AI Visibility Manager, Optimal (A OneMagnify Company) | May 2026 – Current | Austin, TX

Senior SEO and AI visibility manager building programs for enterprise brands navigating the shift from search engines to answer engines, focused on the systems that get content found, understood, and chosen wherever discovery happens.

- **Own SEO and AI visibility strategy** for enterprise client programs, spanning traditional organic search and emerging answer-engine surfaces including AI Overviews, ChatGPT, Perplexity, and Gemini.
- **Design AI visibility systems** that combine technical SEO foundations, entity clarity, structured data, and extraction-ready content so enterprise content is reliably cited and surfaced by both ranking systems and generative answer engines.
- **Lead cross-functional strategy** with content, engineering, and analytics teams to translate the shifting search ecosystem into measurable visibility, citation, and traffic outcomes.
- **Serve as the senior SEO authority** in executive client engagements, advising enterprise stakeholders on how to adapt search strategy as discovery fragments across search engines, AI surfaces, and answer-first interfaces.

Founder (Freelance), Rose City Marketing | Sept 2020 - Current | Austin, TX

- Independent SEO consultant providing strategy, audits, and technical implementation for select clients.
- Build and operate a portfolio of niche websites designed around search behavior and structured information systems, testing scalable programmatic content models and SEO architectures across emerging SERP environments.

Core Skills

- **Search Strategy & Technical SEO:** Technical SEO, Site Architecture & Indexation Strategy, Site Migrations & Launches, Core Web Vitals Analysis, SEO Audits, Issue Prioritization, AEO & GEO Best Practices
- **Content Strategy & Organic Growth:** SERP & Competitive Analysis, Content Gap Analysis, Keyword Strategy, Content Planning & Prioritization, Conversion-Oriented Content Optimization

- **Analytics & Performance Measurement:** SEO Forecasting, Performance Analysis, KPI Reporting, Data-Driven Prioritization, Search Visibility Analysis
- **Tools & Platforms:** Google Analytics (GA4), Google Search Console, Looker, Screaming Frog, Ahrefs, SEMrush, Moz, Clarity, Peec.AI, WordPress, Shopify, Wix, Squarespace
- **Leadership and Collaboration:** Client-facing SEO Strategy, Cross-functional Collaboration, Marketing Strategy Integration, Business Acumen, and Strategic Judgment

Education

University of Oregon | Sep 2013 - Jun 2017

Bachelor of Arts Journalism & Communication, Minor: Business Administration

Previous Work Experience

Senior Digital Marketing Specialist, Catalyst IQ | Jul 2023 – May 2026 | Portland, Oregon

[Advance Local](#) acquired Adpearance in March 2024; [Catalyst IQ](#) launched in January 2026

Senior SEO specialist leading organic search strategy across complex enterprise websites and multi-location digital ecosystems.

Key Contributions

- **Led SEO strategy across five enterprise website launches**, preserving and expanding organic visibility during complex site migrations and platform transitions.
- **Design repeatable SEO systems that scale** across large websites, aligning technical foundations, content architecture, and internal linking frameworks to improve crawlability and discoverability.
- **Act as the primary SEO authority** in executive client engagements, translating search ecosystem insights into measurable growth strategies.

Digital Marketing Specialist, Adpearance | Jun 2021 - Jul 2023 | Portland, Oregon

Built a strong foundation in SEO and digital marketing execution through hands-on work spanning technical SEO, on-site optimization, content updates, and performance reporting, supporting client accounts across multiple industries while developing expertise in issue prioritization and search performance analysis that led to expanded ownership in my later senior roles

Digital Marketing Specialist, Clark County Event Center | Sep 2018 - Jul 2020 | Vancouver, Washington

Served as the year-round in-house digital marketing lead, owning client-facing relationships and driving measurable conversions across web, SEO, PPC, email newsletters, paid sponsorships, and paid and organic social channels, while coordinating with external partners

Marketing Assistant, Clark County Event Center | Jan 2018 - Aug 2018 | Vancouver, Washington

IT Student Technician, University of Oregon | Aug 2013 - Sep 2018 | Eugene, Oregon