

Mabel Campos

AI and Organic Growth Lead

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STRENGTHS

- 🎯 **Growth planning**
Turned technical, content, and off site priorities into focused roadmaps that gave teams clearer decisions and momentum.
- ♥️ **Editorial judgment**
Built review paths for regulated content, and teams gained confidence from documented decisions and visible quality checks.
- 🔗 **Technical partnership**
Worked beside developers on migrations, templates, schema, and performance issues until solutions held in production.
- ⚙️ **AI operations**
Created practical LLM workflows with human review and verification, keeping output useful when automation alone fell short.
- 📊 **Business reporting**
Connected organic visibility with engagement and revenue, giving senior partners a clearer reason behind each priority.

SKILLS

Organic growth Technical SEO
Content strategy Off site SEO
AI search visibility
LLM content pipelines
Agentic workflows
Schema markup Structured data
Entity strategy Hreflang
Site migrations Core Web Vitals
Google Search Console
Performance reporting

SUMMARY

Organic growth leader with 10 years of experience across **technical SEO**, **content** strategy, off site programs, multilingual search, and regulated financial services. Builds practical growth roadmaps that connect search visibility with engagement, signups, transactions, and revenue. Leads developers, writers, agencies, advisors, and cross functional partners across product, engineering, Legal, Compliance, affiliates, and partnerships. Built production LLM content systems with orchestration, evaluation, verification, human review, audit trails, localized content workflows, and model cost controls. Experienced with **Google AI Overviews**, ChatGPT, Perplexity, Copilot, schema markup, entity strategy, structured content, prompt tracking, hreflang, locale architecture, site migrations, **Core Web Vitals**, and reporting. Brings a grounded approach to regulated content, helping teams deliver useful experiences with clear controls and measurable commercial value.

EXPERIENCE

Director, Organic Growth and AI Content

Northstar Payments Group 📅 May 2022 - Present 📍 Austin, TX

Own regulated organic growth and AI content operations for a payments business, guiding technical SEO, editorial systems, reporting, compliance, and partner delivery across multiple markets.

- Set **organic growth** priorities across technical SEO, content, off site programs, and **AI visibility**.
- Built an **LLM content pipeline** with **orchestration**, evaluation, verification, and human editorial review.
- Connected search reporting with engagement, signups, transactions, and revenue for senior decisions.
- Directed developers, writers, agencies, and partners through clear quality and review standards.
- Embedded Legal and Compliance checks, audit trails, and documented controls into content production.
- Tracked **Google AI Overviews**, ChatGPT, Perplexity, and **Copilot visibility** through structured reporting.

Senior SEO and Content Strategy Manager

Lighthouse Fintech Solutions 📅 January 2019 - April 2022 📍 Denver, CO

Led technical SEO and content strategy for a regulated fintech portfolio, coordinating developers, writers, analysts, and external contributors across market expansion and platform change.

- Led **multilingual SEO** planning across locale folders, hreflang, redirects, and **site architecture**.
- Directed **schema markup** and **structured content** work that improved entity clarity for search platforms.
- Managed migration planning with developers, protecting priority pages and referral paths.
- Used **Google Search Console**, Ahrefs, SEMrush, and **web analytics** for performance decisions.
- Coordinated Legal and Compliance review for regulated pages, claims, and editorial updates.
- Managed writers, freelancers, and agencies through briefs, review gates, and delivery schedules.

SEO Manager

Blue Mesa Commerce 📅 July 2016 - December 2018 📍 Phoenix, AZ

Managed multi region technical SEO and content programs, translating site architecture, performance, and off site priorities into deliverable plans for product and marketing teams.

LANGUAGES

English	Native
Spanish	Proficient

MY CAREER



- Director, Organic Growth and AI Content at Northstar Payments Group (4.3 Years)
- Senior SEO and Content Strategy Manager at Lighthouse Fintech Solutions (3.2 Years)
- SEO Manager at Blue Mesa Commerce (2.4 Years)
- SEO and Content Analyst at Canyon Digital Media (2 Years)

- Improved regional site architecture through URL planning, **redirects**, **hreflang**, and template updates.
- Partnered with developers on **structured data**, Core Web Vitals, and crawl issue resolution.
- Built **off site SEO** plans with agencies and **link building** partners for priority markets.
- Created reporting that connected organic visibility with engagement and qualified conversions.
- Supported affiliate and influencer partnerships with search focused content guidance.
- Used SEMrush, Ahrefs, **Google Search Console**, and analytics to prioritize fixes.

SEO and Content Analyst

Canyon Digital Media 📅 June 2014 - June 2016 📍 Tempe, AZ

- Supported search analysis, content production, and site migration programs for client accounts, turning technical findings into clear work for writers and developers.
- Analyzed crawl, ranking, and **engagement** data to focus site migration work.
 - Mapped redirects and page relationships before launches, reducing avoidable organic disruption.
 - Prepared **content** briefs using search intent, **structured content**, and entity research.
 - Reviewed **schema markup** and page templates with **developers** during implementation.
 - Produced client reports linking search movement with visits, leads, and content activity.
 - Coordinated **writers** and delivery teams through deadlines, revisions, and documented decisions.

PROJECTS

Agentic Content Governance System 📅 2025

Built a production content workflow with orchestration, evaluation, verification, human review, audit trails, and model cost controls for regulated publishing.

Multimarket Search Architecture Program 📅 2022

Directed locale folders, hreflang, redirects, structured data, templates, and performance improvements across multilingual search properties.

Answer Engine Visibility Tracking 📅 2024

Established prompt tracking and platform coverage reporting for Google AI Overviews, ChatGPT, Perplexity, and Copilot.

LEADERSHIP & AWARDS

- Organic Growth Innovation Award, 2025
- Content Operations Excellence Recognition, 2023
- Led cross functional governance for regulated content and AI publishing.

EDUCATION

Bachelor of Science in Marketing

Arizona State University 🎓 GPA: 3.8 📅 2014 📍 Tempe, AZ

Coursework: Search marketing, content strategy, web analytics, consumer behavior

CERTIFICATIONS

- Google Analytics Certification 📅 2026
- SEMrush SEO Toolkit Certification 📅 2025
- Ahrefs Certification 📅 2024

TECHNICAL SKILLS

- **Search Platforms:** Google Search Console, SEMrush, Ahrefs
- **AI Visibility Tools:** Profound, Otterly.AI, SEMrush AI Visibility
- **Answer Engines:** Google AI Overviews, ChatGPT, Perplexity
- **AI Assistants:** Copilot, LLMs, prompt tracking
- **Content Operations:** Orchestration, evaluation, verification
- **Editorial Controls:** Human review, quality controls, audit trails
- **Technical SEO:** Redirects, hreflang, locale folders
- **Structured Search:** Schema markup, structured data, entities

- **Web Performance:** Core Web Vitals, page templates, site architecture
- **Analytics Reporting:** Web analytics, engagement, revenue attribution
- **Compliance Systems:** Legal review, Compliance review, regulated content
- **Partner Programs:** Affiliate partnerships, influencer partnerships, link building

PROFESSIONAL AFFILIATIONS

- Fintech Content Governance Roundtable, Member
- Search Mentorship Network, Volunteer Mentor

ADDITIONAL INFORMATION

Work Status : Authorized to work in United States. No sponsorship required.

REFERENCES

AVAILABLE ON REQUEST