



SEO, GEO & DIGITAL STRATEGY CONSULTANT

AVAILABLE FOR CONTRACT

Jessica Redman

Nine years in SEO, in-house and agency-side, across insurance, SaaS, eCommerce, hospitality and regulated B2B. Running multi-channel programmes led me into strategic consulting across all of digital: search and GEO, paid, email and lifecycle, and the AI systems that let a team run it.

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Based in the UK · remote

EXPERTISE

- 01 Full-funnel digital strategy
- 02 GEO and AI search visibility
- 03 SEO strategy and migrations
- 04 Paid search and paid social
- 05 Email and lifecycle
- 06 Content strategy
- 07 AI automation and agents
- 08 Measurement and reporting

TOOLS

- Ahrefs SEMrush
Screaming Frog GA4
Search Console
Looker Studio Peec AI
Claude n8n

BRANDS WORKED WITH

Aviva, Wella, Greene King, Enhesa, Vue Cinemas, AutoTrader, Travel Counsellors, Science in Sport, PhD Nutrition, Mindvalley, Octopus EV, Global Knives, Metrikus, Hertility, Chillblast, CSL Group.

Agency-side at Open Partners, Rise at Seven, Digitas and Bobble.

SPEAKING

Digital Marketing Europe 2026, Lisbon and Vilnius
BrightonSEO, April 2025
DMWF Global, London 2027
Founder, State of Play (London event series)

EDUCATION

BSc (Hons) Communication and Media Studies, 2:1
Brunel University, 2010 – 2013

CONTRACT TIMELINE

- MAR 2025 – PRESENT** **Enhesa** · Contract · 1 yr 8 mos
Global EHS and product-compliance intelligence SaaS, one engagement, three roles:
 - AI & GEO Advisor** SEP 2026 – PRESENT
Advising marketing leadership on AI search visibility and the team's AI operating model after handing over the director seat.
 - Digital Marketing Director & AI Champion** MAR 2026 – SEP 2026
Hired to overhaul digital marketing. Owned website, paid media, SEO, AI search, email and lifecycle; led a rebrand and project-managed the migration and launch of the new website; replaced the paid media agency; grew the function from one person to five, hiring an email and lifecycle lead, and built the team's Claude skill library. Results: cost per SAL \$2,899 to \$1,539, organic SQLs 3 to 15 a month, email leads +399%, organic visibility +125% to #1 in category, 75% of tracked keywords in AI Overviews.
 - Fractional SEO & AI Automations Consultant** MAR 2025 – MAR 2026
Organic strategy, technical SEO and AI automations for content, reporting and GEO tracking. The brief grew into the director role.
- NOV 2025 – JAN 2026** **SEO Consultant** · Open Partners · Contract
Led the **Travel Counsellors** account, delivering a strategic timeline and managing a team of two junior SEOs; also worked on the **AutoTrader** account.
- SEP 2025 – DEC 2025** **SEO Consultant** · Greene King · Contract
Enterprise local SEO strategy for **Hungry Horse**: "pubs near me" clicks +1,257% in three months, "near me" clicks +982%, £12m trackable sales (+9.8% YoY), walk-in sales +37%.
- JUL 2024 – DEC 2024** **SEO Contractor** · Rise at Seven · Contract
Full strategy deck for **Global Knives** across traditional search, YouTube, TikTok and Instagram, then an SEO audit for **Octopus EV**.
- MAR 2024 – JUN 2024** **SEO Consultant** · Open Partners · Contract
Led the international web migration of the **Vue Cinemas** sites: pre-migration audit, action plan, benchmarking, post-migration audit and stakeholder comms.
- NOV 2023 – FEB 2024** **Senior SEO Manager** · Bobble · Contract
Content strategy lead across retail, hospitality, tech, legal and cosmetics accounts, managing a junior content executive.
- SEP 2023 – NOV 2023** **Senior SEO Account Manager** · Digitas UK · Contract
Wella account (**Wella Professionals**, **Clairol**, **Nioxin**): content strategies, launch landing-page optimisation and SERP landscape analysis.
- MAY 2023 – JUL 2023** **SEO Consultant** · Open Partners · Contract
Short contract across the agency's client accounts.
- JAN 2020 – OCT 2023** **SEO Consultant** · Freelance
Challenger brands and SMEs (**Hertility**, **Metrikus**, **Mindvalley**, **Bare Biology**, **Distrelec**): doubled traffic in three months, technical audits, CMS and domain migrations.
- MAR 2022 – DEC 2022** **SEO Account Manager** · Open Partners · Contract
Finance, health, retail and third-sector accounts. Project lead on a 70-site migration for **Greene King pubs**; growth strategies, content plans and reporting.
- FEB 2021 – FEB 2022** **SEO Lead** · Science in Sport & PhD Nutrition · Contract
Head of SEO strategy for both brands: keyword research, content and landing-page optimisation, backlink and technical audits, automated reporting.
- 2017 – 2020** **Earlier**
Marketing Lead, GRL GYM (Oct 2018 – Jan 2020): market-entry strategy, PR (Elle UK, Refinery29), SEO to top three for all target keywords. **SEO & Content Executive, Fused7** (Mar 2017 – Oct 2018): content and PR for **First Utility**, **Moneyfarm** and **ParcelBroker**.