

GREGORY GUIDRY

St. Louis, MO | 314-322-4842 | greg@gregoryguidry.com
[linkedin.com/in/g-guidry](https://www.linkedin.com/in/g-guidry) | gregoryguidry.com

DIGITAL MARKETING & CONTENT STRATEGY | SEO, AEO/GEO | AI MARKETING & AUTOMATION

Hands-on digital marketer with 15 years running a boutique agency and managing website and content work from request through publishing, quality review, and measurement. Experience with Webflow, WordPress, and other CMS platforms, on-page SEO and generative engine optimization (GEO), content maintenance, forms and tracking, analytics, and AI-enabled workflow improvement.

CORE SKILLS

Website & content operations: Webflow, WordPress, and other CMS platforms; HTML and CSS basics; page and landing-page publishing; content refreshes and removals; broken-link review; forms; desktop and mobile QA

SEO, AEO/GEO & governance: Metadata; page structure; internal linking; redirects and URL review; content audits; structured data and JSON-LD; answer-engine and generative-engine optimization; publishing standards; accessibility and UX checks

Analytics & optimization: Google Analytics 4; Google Tag Manager; Google Search Console; tracking and form validation; website performance review; conversion testing

AI & automation: Make.com; Zapier; OpenAI; ChatGPT; Claude; Gemini; Cloudflare Workers; reusable instructions; workflow testing; factual and privacy guardrails; human review

Delivery & collaboration: Request prioritization; timelines; documentation; content QA; writers, designers, freelancers, vendors, platform representatives, and client stakeholders

EXPERIENCE

Digital Marketing & Content Strategist - Yes Digital Works

St. Louis, MO (Remote) | 2011 - Present

- Manage day-to-day digital work for small and midsize clients across websites, search, content, email, social, paid campaigns, automation, and analytics, often with several requests and deadlines moving at once.
- Manage approximately 10 active clients at once and coordinate writers, designers, freelancers, vendors, and platform representatives across requests, approvals, publishing, reporting, and final checks.
- Publish and maintain website pages, landing pages, and resource content across Webflow, WordPress, and other CMS platforms; check copy, links, metadata, forms, tracking, and desktop and mobile presentation before and after launch.
- Complete technical and on-page SEO and GEO work involving page structure, metadata, internal links, redirects, canonical tags, outdated content, broken links, structured data, and answer-focused content.
- Use Google Analytics 4, Google Tag Manager, and Google Search Console to validate tracking, review performance, and identify content, usability, and discoverability problems.
- Built an AI readiness checker on a Cloudflare Worker that fetches a page, reads it the way an AI crawler does, and scores it across twenty checks spanning crawler access, machine-readable content, structured data, and technical hygiene; every check shows what it is worth and whether it passed, and the same page returns the same score every time.
- Built gregoryguidry.com in Webflow and added a public recruiter assistant using Make.com and OpenAI; tested and refined it, then added company routing, factual limits, privacy rules, and guardrails that keep one company's information out of another company's conversation.
- Built a reusable SEO and AI-search audit that requires high-priority findings to point to the exact URL, code, or page text behind them and separates verified issues from items needing confirmation.

Earlier experience: Marketing Manager, Simul-Vision Cablevision - local and regional campaigns across print, promotions, community outreach, and subscriber acquisition.

EDUCATION

Associate of Arts, Business Administration & Management - St. Louis Community College

Business Administration coursework - Saint Louis University

CERTIFICATIONS

Google UX Design Professional Certificate | Machine Learning Foundations for Product Managers (Duke University) | NVIDIA Generative AI Explained | HubSpot Marketing Hub Software | Google AI Essentials | AI For Everyone (DeepLearning.AI) | IBM Product Management: An Introduction