

BRENT TYSON

Digital Marketing Manager

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GEO & AI Specialist | Google SGE • Perplexity • SearchGPT • Claude

PROFESSIONAL SUMMARY

Digital Marketing Manager with 12+ years of experience driving measurable growth across large-scale B2B e-commerce ecosystems. Expert in closed-loop SEO/GEO strategy, AI-assisted content scaling, paid media, and marketing automation. Uniquely positioned at the intersection of technical web infrastructure and revenue-generating digital strategy — including deep expertise in Generative Engine Optimization (GEO), the emerging discipline of ensuring brand visibility in AI-generated search results across Google SGE, Perplexity, SearchGPT, and Claude.

CORE COMPETENCIES

Digital Marketing Strategy • SEO / GEO / Technical SEO • Google Ads (Search, Display, Video, Shopping) • Meta Ads • HubSpot Marketing Hub • Email Marketing & Automation • Content Strategy • E-Commerce Management • Google Analytics • Conversion Rate Optimization • AI Content Scaling • Schema Markup • Data Architecture • WordPress • NetSuite ERP

PROFESSIONAL EXPERIENCE

Web & E-Commerce Specialist

Oct 2025 – Dec 2025

WAV, LLC

Aurora, IL (Hybrid)

- **Content Deduplication:** Rewrote alt text, product descriptions, page titles, and meta descriptions across thousands of SKUs post-acquisition to eliminate duplicate content risk across four storefronts.
- **Data Architecture:** Overhauled product data structures and categorization logic to ensure consistent crawling, indexing, and machine readability across the unified catalog.
- **Technical Optimization:** Optimized site performance and backend workflows to reduce friction in the B2B procurement funnel, improving UX and conversion logic for complex multi-SKU purchases.
- **Conversion Analysis:** Analyzed user behavior patterns to identify and implement data-driven UI/UX improvements with direct impact on revenue.

Marketing Content Specialist

Nov 2022 – Oct 2025

WAV, LLC

Aurora, IL (Hybrid)

- **E-Commerce Architecture:** Architected and managed a 280,000+ page B2B e-commerce ecosystem across four storefronts synced from a single NetSuite ERP, supporting the digital infrastructure of a \$200M distributor.
- **BOM Configurator:** Built a JavaScript-based Enterprise BOM Configurator covering hundreds of SKUs across Ubiquiti, Cambium, RUCKUS, and TP-Link — replacing a manual, spreadsheet-based procurement process.
- **AI Content Scaling:** Designed an AI orchestration framework to generate unique, brand-consistent product descriptions across a 70,000+ SKU catalog, eliminating duplicate content risk at scale.
- **Closed-Loop SEO/GEO:** Leveraged Google Ads conversion data to identify high-performing keyword clusters, then prioritized those segments for organic content and schema improvements, compounding paid learnings into organic growth.
- **Technical Leadership:** Mentored 5 interns in technical SEO and data extraction methodology.

Digital Marketing Manager

Jul 2014 – Nov 2022

Baltic Networks

Lisle, IL

- **Data Architecture:** Directed digital transformation of a large-scale e-commerce ecosystem managing 6,000+ technical SKUs with 100% data integrity across metadata and technical specifications.
- **PIM Integration:** Leveraged Plytix PIM to establish a single source of truth for product data with standardized field mappings for seamless multi-channel distribution across Shopify and global platforms.
- **Content Moats:** Developed and maintained a multi-site WordPress network including internal brand and educational/technical documentation sites functioning as authority signals for core stores.

- **Growth Engineering:** Architected integrated funnels using responsive design and dynamic lead-generation forms, driving rapid growth across Organic, Direct, Social, Email, and PPC channels.
- **Event Marketing:** Managed marketing and logistics for ~50 industry events annually, coordinating 4K display advertising and complex vector-based collateral for unified brand presence.

Lead Web Developer

Apr 2012 – Jul 2014

Design & Promote

Naperville, IL

- **Custom Theme Engineering:** Architected custom WordPress child themes by converting PSD designs into responsive, SEO-friendly code.
- **Server Administration:** Managed hosting environment of 6 shared accounts, 3 VPS instances, and 2 dedicated servers with full DNS, security hardening, and deployment protocols.
- **Email Architecture:** Programmed HTML email templates for major ESPs including Constant Contact, MailChimp, and ExactTarget.

CERTIFICATIONS

Google Ads: Search, Display, Video, Apps, Creative, AI-Powered Shopping | Google Analytics | Google Conversion Optimization

Display & Video 360 | Campaign Manager 360 | Google Digital Marketing & E-commerce

Meta Marketing Analytics | HubSpot: Digital Marketing, Inbound, Email, Content, SEO I & II, Social Media I & II, Marketing Hub Software

University of Virginia Darden: Content Marketing Using Generative AI | All certifications renewed January 2026

EDUCATION

Associate of Applied Science, Computer Networking Systems

2002 – 2004

ITT Technical Institute