

BRENT TYSON

Digital Marketing Manager | GEO & AI Specialist | Anthropic Certified
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PROFESSIONAL SUMMARY

Digital Marketing Manager with 12+ years of experience driving measurable growth across large-scale B2B e-commerce ecosystems. Anthropic-certified in Claude API, Model Context Protocol, and Agent Skills. 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. Deep practitioner expertise in Generative Engine Optimization (GEO): ensuring brand visibility across Google SGE, Perplexity, SearchGPT, and Claude.

CORE COMPETENCIES

Digital Marketing Strategy • SEO / GEO / Technical SEO • Generative Engine Optimization (GEO) • Claude API & MCP • 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 • Business Intelligence • WordPress • NetSuite ERP • Python

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:** Architected and shipped a public-facing, self-service Enterprise BOM Configurator — a guided 10-category network design tool that eliminated a 2-4 hour engineering research bottleneck per customer quote. Spans 4 hardware brands (Ubiquiti, Cambium, RUCKUS, TP-Link), hundreds of engineer-vetted SKUs. Currently live at wav.com.
- **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

Full certification portfolio with verification: 1mwc.com/credentials | All certifications current as of 2025–2026

AI & Large Language Models: Anthropic: Claude with the Anthropic API • Intro to Model Context Protocol • Advanced MCP Topics • Claude Code in Action • Agent Skills • Claude with Google Vertex AI | Coursera: Vanderbilt Prompt Engineering • UPenn AI for Business • IBM Generative AI Engineering • UVA Darden Generative AI in Marketing

GEO & AI Search: SEMRUSH: AI Visibility Essentials • Technical SEO & AI Search Essentials • Content Marketing Essentials for AI Search • Become an AI-Powered Marketer • SEO & Content Playbook for Agencies | LinkedIn/AMA: Generative AI for Marketing Professional Certificate

Google: Ads: Search • Display • Video • Apps • Creative • AI-Powered Shopping • Search Ads 360 • Grow Offline Sales • Conversion Optimization | Platforms: Analytics • Display & Video 360 • Campaign Manager 360 • Digital Marketing & E-Commerce • IT Support

Data & Analytics: Coursera: Google Data Analytics • Google Advanced Data Analytics • Google Business Intelligence • IBM Data Analyst • Meta Marketing Analytics • SEMRUSH Fundamentals of Marketing Analytics • University of Michigan Python for Everybody

Marketing Strategy & Platforms: HubSpot: Digital Marketing • Inbound • Email Marketing • Content Marketing • SEO I & II • Social Media I & II • Marketing Hub Software | Coursera: Northwestern Social Media Marketing • University of Illinois Digital Marketing • University of Maryland Advanced Digital Marketing

EDUCATION

Associate of Applied Science, Computer Networking Systems

2002 – 2004

ITT Technical Institute