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Genny Allison

AI-POWERED SEO & CONTENT STRATEGIST |
UX-FOCUSED WEB DEVELOPER

SUMMARY

AI-Powered Content Strategist & SEO Specialist with expertise in technical content creation, site performance optimization, and AI-integrated workflows. Proven track record of building SEO-first websites that score 100/100 on Google PageSpeed, rank for long-tail keywords, and drive measurable engagement. Combines UX design, prompt engineering, and analytics to deliver content that ranks, performs, and converts.

SKILLS

- AI Content Engineering & Prompt Design
- Expert in ChatGPT, GPT-4, and MidJourney for content generation, visual design, and workflow automation
- Skilled in prompt engineering, multi-step reasoning, chain-of-thought prompting, and task-specific LLM prompt design
- Hands-on experience with AI-powered writing for SEO blogs, UX copy, product descriptions, metadata, and branding
- Web Development & Performance Optimization
- Proficient in HTML, CSS, JavaScript (ES6), and responsive web design
- Experience with Python and WordPress customization (themes/plugins)
- Optimized websites for perfect 100/100 PageSpeed Insights scores
- Implemented performance strategies including CLS/LCP fixes, image compression, and Core Web Vitals improvements
- UI/UX & Accessibility
- Tools: Figma, Canva, Photoshop, Uizard
- Specialize in WCAG 2.2-compliant design using semantic HTML
- Developed wireframes, design systems, and accessible layouts for mobile and desktop platforms
- SEO Strategy & Analytics
- Proficient with Ahrefs, SEMrush, and Google Search Console
- Created and optimized schema markup, technical SEO fixes, and long-tail keyword strategies
- Built and managed content strategies using clustering, topic authority, and search intent modeling
- Content Marketing & Digital Branding
- Created branded content and visuals for eCommerce stores, blogs, and portfolios
- Skilled in repurposing content across formats (article > infographic > video)
- Experience with storytelling, campaign planning, and conversion-optimized landing pages

PROFESSIONAL EXPERIENCE

Allison's Stock Inc.

Freelance Web Designer & E-Commerce Specialist 2022 - Present

- Founded and operate Allison Stock Inc., delivering AI-powered content creation, SEO, and web development solutions.
- Create and manage AI-driven content workflows using ChatGPT, MidJourney, Canva, and prompt engineering to generate high-quality articles, branded visuals, and optimized product content.
- Develop and publish SEO-optimized blog articles, integrating keyword research, schema markup, metadata, and long-tail targeting to improve search rankings and drive traffic.
- Design and optimize fast, accessible websites (HTML, CSS, WordPress, JavaScript) aligned with WCAG standards and achieving 100/100 PageSpeed Insights scores.
- Lead freelance projects for small businesses, including custom websites and e-commerce solutions, with a focus on user-first design and performance.
- Implement advanced SEO strategies using SEMrush, Ahrefs, and Google Search Console, aligning AI content with technical SEO best practices.

Additional Professional Experience

Business Owner | Floral Buyer | Finance Director 2008 - 2025

- **Owner/Director - Allison's Daycare**
 - Founded and operated a licensed in-home daycare focused on early childhood development, safety, and social skills. Managed daily operations, curriculum planning, parent relations, compliance, and business administration.
- **Finance Director - Elite Services**
 - Directed financial operations for a water purification business, overseeing contracts, financing approvals, compliance, and reporting. Improved workflows, strengthened lender relationships, and enhanced client satisfaction through transparent, efficient processes.
- **Floral Buyer - Affiliated Foods, Inc.**
 - Promoted from secretary to department lead, becoming the youngest full-time buyer in company history. Managed vendor relations, pricing, inventory, and seasonal sales strategies. Worked with marketing on keyword-focused catalog copy and merchandising to improve product visibility in ordering systems and early eCommerce tools.

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EDUCATION

- **Devslopes Academy** – Full Stack Engineer Career Path Front-End & Back-End Web Development · WCAG · AI- Powered Web Solutions · WordPress UX/UI · E-Commerce · SEO · Prompt Engineering · Javascript · HTML · CSS
- **Codecademy** – Generative AI for Everyone LLMs · Prompt Design · AI Content Creation · Responsible AI Use · NLP · Python · Javascript · HTML · CSS
- **freeCodeCamp** – Web Development · Javascript Responsive Design · Frameworks · Version Control · E-Commerce

ACHIEVEMENTS AT A GLANCE

- **Developed 6 full websites from scratch**, integrating HTML, CSS, JavaScript, WordPress, and AI-powered content workflows for complete site delivery
- **Achieved 100/100 PageSpeed Insights scores** on multiple projects by optimizing LCP, CLS, image rendering, and font performance
- **Built dedicated blog and video content pages** for freelance clients to enhance UX, engagement, and site structure using SEO-driven layout and AI content
- **Created structured data (JSON-LD)** for over 30+ articles, including Article, FAQ, and Breadcrumb schema for improved indexing and search visibility
- **Engineered scalable SEO + AI content workflows** using ChatGPT, Claude, and MidJourney to generate long-form articles, metadata, and branded visuals
- **Implemented advanced keyword strategies** using Ahrefs, SEMrush, and GSC—targeting content clusters and long-tail search intent
- **Improved average mobile LCP by 1.2s** across projects through image compression, font loading optimization, and lazy loading.

CERTIFICATIONS & TRAINING

Introduction to Prompt Engineering for Generative AI

LinkedIn Learning · Issued Jun 2025

Credential ID:

8238352f8b5db2d5d7bebeaad3d55d3b383eb501077b34a8a012ce37fb360763

Skills: Prompt Engineering · Generative AI · Large Language Models (LLMs) · AI Content Creation

Generative AI for Digital Marketers

LinkedIn Learning · Issued Jun 2024

Credential ID:

afc6a1f7d076f8e808bd39ac2a5d625fe02380b8c55c8d5ab9c0d9101dac6a6a

Skills: Generative AI · Digital Marketing · AI Content Creation · Prompt Engineering

What Is Generative AI?

LinkedIn Learning (endorsed by NASBA) · Issued Jun 2025

Credential ID:

59311c684d630d10a74116b4640061a8114608e3d66b3391f2771c2e3ba7c1a3

Skills: Generative AI · Artificial Intelligence (AI) · Generative AI Tools

Earned 2.0 CPE credits through the National Association of State Boards of Accountancy (NASBA)

Prompt Engineering with ChatGPT

(LinkedIn Learning Issued Jun 2025):

Credential ID:

233e87cd2981c44e94b839d53b6cf871c46b33241e47a34c22ec20e849b9f492

Skills: Prompt Engineering · ChatGPT · Natural Language Processing (NLP) · AI Content Engineering

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CERTIFICATIONS & TRAINING CONTINUED

Responsive Web Design Certification (freeCodeCamp Issued Jun 2024)

Credential ID: allison2002-rwd

Skills: Responsive Design · Semantic HTML · WCAG Compliance · CSS Flexbox & Grid

Learn Python 3 Course (Codecademy Issued Jan 2024)

Credential ID: 65B1D57FBD

Skills: Python Programming · Object-Oriented Programming (OOP) · File Handling · Data Structures

Learn Javascript Course (Codecademy Issued Nov 2024)

Credential ID: CB2AA1EA-D

Skills: JavaScript Syntax (ES6+) · Object-Oriented Programming (OOP) · Functions & Scope · Conditional Logic · Loops & Iteration · Arrays & Array Methods

Content Marketing Certification (HubSpot Academy · Issued Nov 2024 · Expires Nov 2026)

Credential ID: 47cba141b391481d865b2d2208ac8eda

Skills: Content Strategy & Planning · SEO Content Creation · Audience Engagement · Performance

Analytics Note: Course now retired, certificate remains verifiable via HubSpot.

SEO Certification

(HubSpot Academy · Issued Nov 2024 · Expires Dec 2025):

Credential ID: aa1dbda5b2a9498f9c9dfd5ac136c7c

Skills: On-Page SEO · Technical SEO · Keyword Research · SEO Analytics
Also completed: Content Strategy (no certificate issued)

SEO II Certification

(HubSpot Academy · Issued Nov 2024 · Expires Dec 2025)

Credential ID: fbae9f0b92f6477bb4449f06e15491b7

Skills: Advanced SEO Strategy · Topic Clustering · Technical SEO Enhancements