



# Darren Liu

AI AEO / SEO Specialist

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## SUMMARY

AI AEO / SEO specialist who helps brands get found in Google and in AI answers (ChatGPT, Grok, Perplexity, AI Overviews). Self-taught builder who started making content and websites in high school. Today I work in tech at multiple cannabis companies, developing sites, apps and internal tools with AI plus WordPress and Shopify, and I build products that help brands get found by search and AI answer engines.

## SPECIALTIES

### AEO

Answer engine optimization: getting brands cited in AI answers (ChatGPT, Grok, Perplexity, AI Overviews).

### Technical SEO

Technical and content SEO, audits and rank tracking, productized in RankRamp.

### AI Agents

Building, deploying and governing AI agents and automations: AgentPilots, Human Deployment.

### Web

Sites, apps and internal tools on WordPress, Shopify and modern JS stacks.

## EXPERIENCE

2025 - 2026

### Digital Marketing Manager · Hidden Hills Club

- Grew sales for THCa stores [hiddenhills.club](#) and [hiddenhillsclub.com](#) from **\$40K to \$100K/month** through SEO and email marketing
- Ranked **#1 on Google** for all branded keywords
- Rebuilt the company's WordPress and Shopify websites
- Grew the X (Twitter) account organically to **1,000+ followers in 3 months**
- Partnered with social media influencers and celebrities on brand collaborations and giveaways

2023 - 2024

### Sr. SEO Specialist · Webserv.io

- Ranked **11+ medical centers** on Google page one in 6–12 months, avg. **150%+ more organic traffic**
- Developed and implemented SEO strategy for medical centers focused on local SEO, technical SEO and content optimization
- Ran regular SEO audits and competitor analysis to identify gaps and opportunities
- Partnered with the web dev team on technical optimization: mobile, site speed, schema markup
- Led weekly team meetings to review progress, address challenges and set priorities

2020 - 2023

### Freelancer · MarketerHire

- Worked with multiple clients on SEO, WordPress design and content
- Wrote SEO-optimized articles that ranked **top 10** in SERPs
- Optimized Google Business Profile listings for local business clients to generate leads and reviews
- Ran marketing campaigns on Facebook, Instagram and email
- Led client calls covering SEO reports, site audits and web design changes

EXPERIENCE, CONTINUED

- 2017 - 2019

Web Developer / Marketing Manager · Arcadia Medical & Cosmetic Center

  - Grew SEO traffic from **100 to an average of 3,000 visitors/month**
  - Grew social media accounts from **1,000 to 10,000+ followers**
  - Developed new landing pages from UX/UI designer mockups
  - Collaborated with third-party developers using the Laravel 5 PHP framework
- 2017 - 2018

SEO Specialist · Ruthless Vapor

  - Created new content that ranked **page 1** for multiple “best [flavor] ejuice” SERPs
  - Increased SEO through link building and designed landing pages
  - Designed new Shopify landing page features such as a countdown timer and counter
- 2015 - 2016

Program Manager · National Positions

  - Managed **40+ client sites** spanning SEO, design and link building
  - Built new websites from scratch using WordPress and Magento templates
  - Added customized styles using CSS and built custom plugins
  - Delivered weekly/monthly reports on SEO, backlinks and content; onboarded new clients

PRODUCTS I’VE BUILT

RankRamp

SEO audits and rank tracking, productized.

AgentPilots · Human Deployment

Building, deploying and governing AI agents and automations.

SKILLS & TOOLS

|           |                                                                                             |                 |                                                                          |
|-----------|---------------------------------------------------------------------------------------------|-----------------|--------------------------------------------------------------------------|
| SEO       | SEMrush, Ahrefs, BrightLocal, Yext, Screaming Frog                                          | CMS & e-com     | WordPress, Elementor, WooCommerce, Shopify, Webflow, Framer, Magento     |
| Google    | Analytics (GA4), Search Console, Google Ads, Looker Studio, Tag Manager                     | Dev stack       | Next.js, React, TypeScript, Tailwind, Supabase, Vercel, Tauri, Laravel   |
| AI        | ChatGPT / Claude, AI agents, MCP, AI image & video, Klaviyo (email/SMS)                     | Hosting & repos | AWS, WP Engine, Dreamhost, GoDaddy, Network Solutions, GitHub, Bitbucket |
| Marketing | Digital marketing, email marketing, Facebook & Instagram campaigns, Google Business Profile | Education       | Self-taught; building websites and content since high school             |

BRANDS & WEBSITES

**Cannabis brands worked with:** Weedmaps, High Times Magazine, Bay Smokes, Hidden Hills Club. Agency work, in-house and freelance, across general and niche verticals (vaping, medical, healthcare).

hiddenhills.club · hiddenhillsclub.com · ruthlessvapor.com · incrediblemarketing.com · nationalpositions.com · calaesthetics.co · alterariverside.com · venuebackwood.com · amccbeauty.com · hondaofcrofton.com · venuemuseumdistrict.com · losangelesconsumerattorney.com · familychristiandoors.com · wellnesscenternewjersey.com · poxerxdrinks.com · westsideacura.com · recommendedrehabs.com · infinitiofthousandoaks.com · westsidemitsubishi.com · yourjewelrybox.com · floridacoastrecovery.com · albertahonda.com · washingtonenergyservice.com · briteblinds.com · edmontonbmw.com · hightimes.com · woodlawnfh.com · braeswoodplace.com · cannabiscup.com · socoolevents.com · southshoredistrict.com · lasv.org · jrengineering.com