



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 · socooevents.com · southshoredistrict.com · lasv.org · jrengineering.com