

DAMIEN MARTIRE

SEO / GEO Manager — Generative Engine Optimization

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SUMMARY

SEO manager with 9 years of experience across an in-house leadership role, a Montreal agency, independent consulting, and owned search properties. Currently leads SEO/GEO for a 168-location franchise network. Managed SEO/SEA delivery for hundreds of North American clients in English and French. Builds programmatic SEO systems in Python at the 5,000-page scale, and applies GEO in production: AI-crawler governance, llms.txt, structured data, and LLM agents that run daily search monitoring. Looking to bring this stack to a US in-house or agency team.

EXPERIENCE

SEO / GEO Manager — DELKO

May 2025 – present · France

- Own the SEO and GEO strategy for a 168-location automotive services franchise network.
- Run the network-wide local SEO program: NAP consistency audits across directories and registries (158/168 locations verified clean), Google Business Profile optimization, location content operations.
- Automated network presence monitoring with LLM agents: weekly audits, anomaly reports, zero manual checks.

Independent SEO Consultant — Freelance

2021 – May 2025 · Aix-en-Provence (FR) & Budapest (HU)

- Retained by former employer Vortex Solution (Montreal) for ongoing SEO project delivery through Oct 2024: specifications, acceptance testing, QC, content delivery.
- Served 30+ direct clients across real estate, trucking, legal services, and e-commerce — audits, technical and semantic optimization, local SEO, netlinking, analytics and tracking setups.

SEO / SEA Project Manager — Vortex Solution

Jul 2019 – Mar 2021 · Montreal, QC, Canada

- Managed hundreds of web-marketing projects for French- and English-speaking clients of one of Quebec's largest web agencies, across industries and budget ranges.
- Owned SEO and SEA delivery end to end: audits, strategy, implementation, Google/Facebook Ads with large budgets, GTM tracking, performance analysis, Data Studio client reporting; coordinated internal teams and trained new staff.

Web Marketing Manager (work-study) — Formi SA

2018 – 2019 · Toulouse, France

- Ran SEO, content, social media, and email programs for a construction-industry SaaS (EDM/CFI).

Earlier: web-marketing internships — Yonis-Shop (Mérignac, 2017) · Interdit au Public (Barcelona, 2016) · Phildogil (2015).

PROJECT — BEER-GALAXY.COM (owned property, 2026 – present)

- Designed, built and operate a 5,200-page indexed property (FR/EN): programmatic beer catalog and microbrewery directory generated with Python + WordPress REST API; 95K monthly impressions, +108% clicks in 4 weeks after a content-cluster and internal-linking sprint.
- GEO in production: llms.txt endpoints, AI-crawler access policies (GPTBot, ClaudeBot, Google-Extended), passage-level citability, Schema.org at scale; daily Search Console monitoring and reporting run end-to-end by Python + LLM agents (Claude).

SKILLS

SEO: technical · programmatic (5,000+ page builds) · local & multi-location · international (hreflang) · content clusters · internal-linking architecture · Core Web Vitals

GEO / AI search: AI Overviews, ChatGPT & Perplexity visibility · llms.txt · AI-crawler governance · structured data at scale · LLM visibility monitoring

Data & tracking: Google Search Console · GA4 · Google Tag Manager · Looker Studio · CrUX

Engineering: Python automation (REST APIs) · WordPress at scale · HTML/CSS · LLM agent orchestration (Claude) · Screaming Frog · SEMrush · Majestic · Rank Math

EDUCATION, CERTIFICATIONS & LANGUAGES

Master's degree, Applied Foreign Languages — E-commerce specialization · University of Franche-Comté (Montbéliard), 2017

RNCP Professional Title, Community Management & Web · AP Formation, Toulouse, 2019 · Google Ads & Google Analytics certifications (2019–2024)

Languages: French (native) · English (fluent, C1 — 2 years working in Canada) · Spanish (professional, B1)