

Andrew Riker

Growth Marketing Leader | Search + AI Strategist

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An outcome-driven B2B & B2C growth marketer with 15+ years of success designing and executing high-impact search strategies across search, content, and AI-enhanced campaigns. A passionate, empathetic, curious, and data-led proven leader who leverages AI to increase operational efficiency, improve audience reach, and drive measurable growth.

Brandlight - Remote - B2B AEO Search Marketing Platform

Oct 2025 - Present

VP Market Insights & Growth - IC

- Create a strategy and frameworks for distributing compelling GTM insights to the market and customers, building internal influence while increasing brand authority, visibility, and pipeline, including owned content and earned media
- Transform complex data into compelling narratives & GTM assets to establish thought leadership & market credibility
- Built frameworks to measure marketing effectiveness, delivering actionable insights across sales, product, and customers
- Partner with agencies, PR, and ecosystem stakeholders to amplify market reach and secure industry analyst recognition
- Own full market insight production, from data analysis -> content development -> distribution -> measurement -> iteration

Intuit (QuickBooks) - Remote - B2B Accounting Software

April 2024 - Oct 2025

Search Marketing Consultant / Player-Coach

- Delivered a 16% YoY increase in new subscriber growth by harmonizing paid and organic search strategies, such as headline CRO and LLM-driven keyword mapping, to help accelerate growth with today's shifting buying behaviors
- Unified and modernized SEO reporting across 12 platforms, accelerating insights and improving search engine alignment and visibility across both traditional and AI/LLM platforms, leveraging insights to increase visibility and performance.
- Drive development of governance and performance measurement frameworks for generative AI and LLM interactions, enhancing cross-functional AI maturity and campaign efficiency, to increase share-of-voice in demand capture channels

RBC Global Asset Management - B2C - Financial Services

March 2024 - Sept 2025

Director, Digital Marketing - IC

- Own U.S. earned media strategy across SEO, paid search, and AI-powered content to deliver high-impact performance insights to executive leadership and global partners to improve RBC GAM's visibility across the world
- Drove AI adoption across teams by creating prompt libraries, measurable LLM-based efficiencies, and cross-department education to enhance productivity and campaign velocity to go-to-market faster
- Executed technical and content-driven SEO enhancements, leading to a **projected 32% YoY increase in digital exposure**, RBC GAM's top acquisition channel, leading to increased search maturity across the organization

Robin - Boston, MA, Hybrid - B2B Workplace Experience Platform**May 2023 - Nov 2023***Director of Demand Generation - Manager role*

- Managed a team of 3, growing awareness and affinity through channel, partner, and customer marketing
- Led relationships with marketing, sales, product marketing, and CS to identify growth opportunities for users
- Improved pipeline generation by 21% QoQ in growth channels, and cut spend in underperforming areas
- Collaborated tightly with RevOps to improve visibility in the GTM funnel, improving pipeline velocity and data accuracy
- Improved PLG self-service and sales-led growth, increasing hand-raisers MoM and # of active users
- Developed a global 2024 digital marketing strategy, including planning a \$3M budget across all digital channels

BrightEdge – Remote – Enterprise B2B SEO Platform**Jan 2022 - Jan 2023***Head of SEO - Manager role*

- Managed organic and paid search, website content, webinars, user groups, social, and ABM programs
- Increased traffic growth by 45% YoY by optimizing existing + new content, aligning content to our targeted personas
- Improved MQL quality, achieving the two highest MRR months in history through content strategy & better targeting
- Tailored content strategy around personas and intent models, leveraged by 6sense ABM for acquisition and retention
- Orchestrated external thought leadership with regular search-news curation, present at internal product user groups and prospecting webinars, as well as mentoring writers, developers, sales, and customer success on digital best practices

Velir – Somerville, MA – B2B/C Digital Experience & Development Agency**Nov 2018 - Dec 2021***Director of SEO - Manager role*

- Built an SEO offering at Velir from the ground up at a website development agency, created processes and deliverables, and executed client strategies that led to over \$50k MRR and increased retention of clients in service
- Lead all SEO initiatives for Velir, including cross-team COE, awareness, education, and scaling practice
- Managed 3 analysts, mentoring, and growing the practice to be responsive to emerging data trends
- Strategized and presented advanced measurement plans to meet the digital marketing goals

Experience - Full Resume on LinkedIn**Skills**

Expertise: AI advocate, Marketing Analytics, Demand Generation, SEO, Paid Search, CRO, ABM, Social, Content Marketing, Revenue Marketing, Servant Leader, Educator, PLG, Customer Insights, P&L

Software: Looker, Tableau, Facebook/Google/LinkedIn Ads, Marketo, 6sense + Terminus ABMs, Chorus, Fathom, Notion, Figma, Mural, SEMRush, BrightEdge, AHREFS, SEO Clarity, GA4, TrustRadius, G2, ContentSquare, SiteImprove, Screaming Frog, BrightEdge, Cision, Asana, WordPress, Salesforce, Monday, JIRA, Wrike, Clay, Gumloop

AI/LLM: Agentic AI automation, GenAI, Prompt Engineering, AI Attribution & Measurement, Gems,

Certs: Hubspot AI Marketing, Anthropic AI Fluency, AI in Marketing (Uni Virginia), DMI Digital Marketing

Projects:

- AI Dashboard - <https://ai-riker-dashboard.lovable.app/>

Digital Dashboard - <https://digital-riker-dashboard.lovable.app/>

Market Insights Dashboard - <https://market-insights-radar.lovable.app/>

AI Visibility Dashboard - <https://brandlighthouse.lovable.app/>