

Andrew Riker

Growth Marketing Leader | Search + AI Strategist

5 Carpenter Rd, Norton, MA 02766
[linkedin.com/in/andrewriker/](https://www.linkedin.com/in/andrewriker/) / andrewriker.com

781.718.4200
ariker@gmail.com

Growth-focused marketing leader with 15+ years of experience driving acquisition, retention, and revenue through integrated SEO, paid media, and AI-powered strategies. Passionate about the convergence of SEO, AI technologies, and analytics to build scalable marketing systems that enhance visibility and accelerate performance. Proven expert in unifying traditional search and LLM capabilities to capture demand. Trusted partner to executive teams, known for leading cross-functional initiatives, launching AI-driven reporting frameworks, and delivering double-digit growth in traffic and revenue.

Intuit (QuickBooks) – Remote – B2B Accounting Software Platform

April 2024 - Present

AI + SEO Consultant / IC

- Delivered a 16% YoY increase in new subscriber growth by harmonizing paid and organic search strategies, such as LLM-driven keyword mapping, which drove a stronger correlation with paid and organic landing pages to improve relevancy
- Develop unified SEO reporting leveraging 12 technologies, surfacing error remediations in technical SEO for the web team, content optimization suggestions for copywriters, and search analytics data for business analysts for forecasting
- Lead AI measurement for QuickBooks, testing platforms, and making dashboards to determine business impact, determining insights like: AI-driven traffic converts 4x more than search, 300 new pages trafficked weekly, LLMs attributing \$1M monthly
- Act as the strategic liaison between our agency & technology partners and our internal analytics team, ensuring seamless execution and alignment across search initiatives revolving around data, measurement, reporting, and insights.
- Champion organizational education around SEO and AI, delivering hands-on training, prompt libraries, and use-case playbooks that have accelerated cross-team adoption and improved marketing output across different Intuit brands

Robin – Boston, MA, Hybrid – B2B SaaS Workplace Experience Platform

May 2023 - December 2023

Director of Demand Generation - Manager role

- 21% QoQ increase in pipeline generation in growth channels, including search + content marketing
- Led a team of 3 in channel, partner, and customer marketing, improving awareness and user activation
- Collaborated closely with RevOps and sales to increase velocity from lead to opportunity through better Salesforce data
- Improved PLG self-service and sales-led growth, increasing hand-raisers MoM and # of active users
- Developed and managed FY 24 digital marketing strategy, including planning a \$3M budget across all digital channels

BrightEdge – Remote – Enterprise B2B SaaS SEO Platform

January 2022 - December 2022

Head of SEO - Manager role

- Increased organic traffic 35% YoY by leading content, technical SEO, and ABM-based intent targeting
- Led user groups and search-focused events to align product, marketing, and sales priorities
- Improved MQL quality, achieving the two highest MRR months in company history by targeting enterprise customers using a tailored content strategy around personas and intent modeling from 6sense ABM
- 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

November 2018 - December 2021

Director of SEO - Manager role - May 2019 - December 2021

- Built SEO offering at Velir from scratch, created processes and deliverables, found and pitched clients, executed strategies that led to over \$50k MRR and increased retention of clients by providing long-term digital offerings
- Developed all SEO initiatives for Velir, including building a cross-team COE, creating deliverables, internal and external socialization, and scaling practice to hire FTE's and contractors to support the book of business.

Analytics Manager - Manager role - November 2018 - May 2019

- Managed 3 analysts, mentoring and growing the practice, using emerging data trends with Tealium, GA3/4, Adobe Analytics
- Strategized and presented advanced measurement plans to large B2B organizations that have complex metrics and KPIs

Experience - Full Career on LinkedIn

Expertise

Core Skills: AI Adopter, Marketing Analytics, Demand Generation, SEO, Paid Search, CRO, ABM, Social, Content Marketing, Digital Events, Revenue Marketing, Servant Leadership, Educator, Product-led growth, Customer Insights, P&L

Platforms/Tools: Looker, Tableau, QuickSight, Facebook/Google/LinkedIn Ads, Marketo, Eloqua, 6sense + Terminus ABMs, Chorus, Gong, Notion, Figma, Mural, SEMRush, BrightEdge, AHREFS, SEO Clarity, Google Analytics, TrustRadius, G2, ContentSquare, SiteImprove, Screaming Frog, BrightEdge, Cision, Asana, WordPress, Salesforce, Monday, JIRA, Wrike

AI/LLM Applications: AIO, Agentic AI process, GenAI, Prompt Engineering, AI Attribution & Measurement, Use Case Creation