

Cole Brannon

cole.matthew.brannon@gmail.com | (817) 304-6897 | Dallas, TX | colebrannon.com

EXPERIENCE

SEO & GEO Strategist, Frontier Internet (Acquired by Verizon) | Dallas, TX Aug 2024 – Jan 2026

- Frontier Internet, a Fortune 500 company, provides internet to 3.1 million customers with \$5.94B in revenue.
- Implemented end-to-end SEO optimization for Frontier.com, aligning technical, content, and UX initiatives to drive 7.3M organic sessions and \$10–100M in attributed revenue annually.
 - Led creation of 7000+ geo-targeted landing pages in collaboration with UX and web development, resulting in \$1.5M in incremental revenue through local SEO.
 - Owned technical SEO, crawl/indexation improvements via Screaming Frog audits—resolving canonical, noindex, and metadata issues—boosting organic traffic by 24% in Q3/Q4 2024.
 - Aligned content to achieve 150% increase in GEO/AEO visits from ChatGPT and links in Google Search Generative Experience (SGE).

SEO Content Specialist, CloudMellow Marketing Agency | Plano, TX Jan 2024 – May 2024

- CloudMellow, a top marketing agency in the Inc. 5000, provides SEO, PPC, and web development to clients.
- Directed SEO content process for 30+ webpages/month, managing 7–8 content writers and generating 100,000+ annual visitors for agency clients.
 - Led SEO content optimization by aligning keywords, metadata, images, and links to increase traffic.
 - Designed new content production workflow in ClickUp, cutting turnaround times by 43%.

SEO & Website Developer, Independent Contractor May 2023 – Dec 2023

- Provided end-to-end SEO services for 5+ SMB clients, including keyword research, local SEO, technical audits, and full website development—achieving a 120% increase in local search visibility.
- Designed and launched 7+ custom WordPress websites with SEO-first architecture, schema markup, responsive design, and page speed optimizations—generating over 9,000 monthly organic visits.

Social Media Specialist, University of Texas at Dallas (UTD) | Dallas, TX Aug 2022 – May 2023

- Produced weekly video and graphic content promoting group fitness classes and club sports, leading to an 80% increase in engagement, follower growth, and event signups.

Email and SEO Marketing Specialist, Funky Picnic Brewery | Fort Worth, TX Jan 2021 – Feb 2022

- Managed weekly email marketing campaigns in Mailchimp to promote new beer products and local events, scaling subscriber list to 500+ through on-site lead generation.
- Built 50+ high-quality backlinks via local directory submissions, broken link outreach, and citation building—improving domain authority and local keyword rankings.

EDUCATION

The University of Texas at Dallas

Master of Science, Marketing

Bachelor of Science, Marketing

SKILLS & TOOLS

- **Professional Skills:** Full-Stack SEO (Technical, Content, Local), Content Marketing, Website Optimization, GEO
- **Technical Skills:** HTML & CSS, Google & Adobe Analytics, Schema Markup, Google My Business, SQL, Python
- **Software & Tools:** Google Search Console, SEMrush & Ahrefs, Screaming Frog, WordPress, BrightEdge