

AMY HRNCIAR | SEO & AI SEARCH VISIBILITY | TECHNICAL SEO | WEB PRODUCTION

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SEO and marketing technology professional with 20+ years helping organizations build, manage, and optimize websites and digital marketing programs. Hands-on experience spanning technical SEO, AI search visibility, web production for enterprise and small business CMS platforms, email marketing, technical audits, requirements gathering, and process improvement. Known for diagnosing complex website visibility problems and improving how search engines and AI systems understand, index, and recommend businesses.

CORE EXPERTISE

Technical SEO • AI Search Visibility (AEO/GEO) • SEO Content & Technical Audits • Local SEO • Schema Strategy • Entity Optimization • Content Strategy & Internal Linking • Web Production • WordPress • WooCommerce • HTML/CSS • Google Analytics 4 • Google Search Console • Sitebulb • Screaming Frog • Marketing Automation

PROFESSIONAL EXPERIENCE

CONSULTANT | Digital Marketing, Web Strategy, AI Search Visibility | Sarasota, FL / Remote | 2024-Present
Independent consulting practice focused on website production, technical SEO, AI search visibility, WordPress implementation, and conversion optimization to improve the path from digital discovery to qualified leads.

- Manage independent client engagements from discovery through delivery, serving as the primary point of contact for strategy, implementation, reporting, and ongoing recommendations.
- Build, optimize, and maintain websites across CMS platforms, improving site structure, content organization, technical SEO, and search visibility.
- Developed and implemented an AI Search Visibility methodology combining entity architecture, technical SEO, schema strategy, content optimization, and machine-readable authority signals to improve discoverability across search engines and AI platforms.
- Increased a niche B2B agency's Google search visibility 3.6x, expanding rankings from branded searches to 89% of 200+ tracked keywords, including 53 newly indexed terms.
- Established the client as the #2 AI-cited authority in its industry by securing visibility across ChatGPT, Claude, Gemini, Perplexity, Google AI Overviews, and other AI platforms.
- Increased referral traffic 111% month over month while creating the foundation for the agency to white-label AI Search Visibility services for its own clients.

BOAR'S HEAD BRAND | Systems Analyst II – Website Product Owner | Sarasota, FL | June 2024-June 2026

- Served as Product Owner for DOCK, a business-critical distributor platform supporting internal distributors with sales resources, product information, marketing assets, reporting tools, and brand communications.
- Identified opportunities to evolve the website from a document repository to a strategic sales enablement platform by developing recommendations for information architecture and platform roadmap improvements.
- Managed **5-10 daily publishing requests** in dotCMS, building and updating pages with structured content types, reusable components, templates, and custom configurations while overseeing the full lifecycle from intake through QA and production release.
- Supported over 50 active content publishers with technical guidance, troubleshooting, onboarding support, and hands-on assistance, accelerating publishing timelines **from multi-day delays to same-day completion**.
- Led requirements documentation, full-site QA, UAT, and bug resolution for migration from on-premise infrastructure to dotCMS Evergreen Cloud, validating every page to deliver a stable production launch.

INMAR INTELLIGENCE | Senior Technical Implementation Manager | New York, NY | May 2022-May 2023

- Coordinated directly with clients, account managers, product, engineering, design, marketing, and client services teams to clarify requirements, confirm campaign details, manage approvals, and support on-time launch delivery.
- Led technical production and launch operations for chatbot marketing campaigns and branded web pages for national CPG clients, with each engagement generating **\$30K-\$50K in incremental media spend**.

- Managed end-to-end production for 10+ concurrent client campaigns, coordinating requirements, assets, configuration, page builds, QA, launch readiness, and post-launch reporting.
- Owned QA and launch validation across active campaign deployments, identifying and resolving content, rendering, integration, tracking, and configuration issues before they affected live campaigns.
- Built campaign reporting frameworks and performance dashboards, translating campaign results into actionable insights and optimization recommendations for internal stakeholders and clients.

LBRANDS | Applications Analyst - Creative Technologies | New York, NY | 2016-2022

- Managed Adobe Creative Cloud operations for **1,500+ enterprise users**, overseeing release testing, upgrade planning, license provisioning, deployment coordination, user communications, and support documentation.
- Gathered and documented requirements across **four phases of a \$100M+** Adobe Experience Manager implementation, turning user feedback and business needs into functional requirements and recommended platform features for IT teams, vendors, and leadership.
- Designed and executed UAT, regression, and QA test plans for AEM and Flex PLM releases, documenting defects, validating fixes, and helping ensure stable deployments across iterative development cycles.
- Directed a cross-functional automation initiative supporting 1,000+ US retail stores, managing requirements, delivery, testing, and rollout to reduce manual effort over 90%, earning enterprise recognition.
- Served as the functional bridge among business stakeholders, developers, IT teams, and technology vendors, using Jira and Confluence to track requirements, issues, decisions, and delivery throughout project lifecycles.

TRANSLATION LLC | Web Operations Manager (Contract) | New York, NY | Mar 2016-Nov 2016

- Managed daily web and editorial production across agency websites, blogs, PR channels, and social properties, coordinating content schedules, assets, updates, and quality control.
- Migrated a high-traffic blog to a new hosting environment with **zero downtime**, improving page-load performance by approximately **65%**.
- Built and launched a WooCommerce store from design files, configuring integrations for payments, inventory, fulfillment, CRM, and Google Analytics to support end-to-end site operations.
- Served as the agency's hands-on technical resource for website updates, troubleshooting, and digital production, resolving issues quickly to maintain reliable web operations and meet publishing deadlines.
- Independently built and launched a custom mobile application and produced responsive, dynamic email templates, managing requirements, development, testing, and delivery under tight timelines.

SELECTED EARLIER EXPERIENCE

LA PRAIRIE SWITZERLAND | E-Commerce Website QA Manager | New York, NY | 2015

- Directed QA for 20 global e-commerce websites, coordinating translated content, product launches, developers, agency partners, and issue resolution across international teams.

SAILTHRU | Developer, Creative Services | New York, NY | 2014-2015

- Developed responsive HTML/CSS email templates and landing pages for publishing and e-commerce clients, integrated live data through APIs, and performed detailed cross-client and cross-device QA.

THE FRENCH CULINARY INSTITUTE | Online Marketing Manager | New York, NY | 2008-2011

- Managed multiple e-commerce websites and owned SEO, paid search, email, and social media, using analytics to improve visibility, engagement, and enrollment growth.
- Supported a major website redesign, including metadata and taxonomy strategy and implementation.

EDUCATION & TRAINING

- Sacred Heart University | B.S. in Business Admin, Marketing Concentration | **Magna Cum Laude, 3.8 GPA**
- Certified Funnel Builder, 2023 | Lead generation, conversion optimization, and marketing automation
- General Assembly | Front-End Web Development, 2015 | HTML, CSS, jQuery, responsive development
- New York University | Web Development Coursework, 2013 | HTML, CSS, JavaScript, PHP, SQL, and APIs