

Luke McLaughlin

AI MARKETING & SEARCH LEAD

GEO & AI search • Technical SEO • AI marketing automation

Munich, Germany | Open to hybrid or remote work

English (native) • German (intermediate, B2)

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B2B marketing professional with **10+ years** in biotech, life sciences and SaaS, specialising in **AI search visibility**. Builds on a technical SEO foundation (site architecture, structured data, Core Web Vitals, topic clusters) to deliver **generative engine optimisation**: making brands crawlable, retrievable and cited by AI answer engines. Builds AI marketing tools, from GEO auditing software to LLM content workflows and local AI agents, and is the author of *The AI Search Handbook* and three further books on AI engineering, technical SEO and technical marketing. Holds an **MSc in Molecular Biology** and works hands-on in Python, SQL, and cloud and local open-weight LLMs. Results include **€4.1M+ in qualified pipeline**, a **49% reduction in customer acquisition cost** and **48% organic traffic growth**.

CORE COMPETENCIES

AI search & GEO: Generative and answer engine optimisation (GEO/AEO); visibility in Google AI Overviews, ChatGPT and Perplexity; AI-crawler access and robots policy; llms.txt; entity optimisation; answer-ready content; citation analysis.

Technical SEO: Crawling and indexation; structured data and JSON-LD; Core Web Vitals; site architecture and internal linking; topic clusters and pillar pages; international and hreflang SEO; on-page and off-page SEO.

AI marketing operations: LLM content workflows; RAG and grounded content; AI agents for marketing ops; prompt engineering; brand voice and claims QA; AI ad creative; persona and message testing; content repurposing.

Local & open-source AI: Local LLM deployment with Ollama; open-weight models (Qwen, Kimi, DeepSeek); agentic coding harnesses (Claude Code, OpenCode, DeepSeek); private, on-device AI workflows; model selection and evaluation across cloud and local models.

Performance & lifecycle: Google Ads; LinkedIn Ads; demand and lead generation; CRO and A/B testing; email and lifecycle automation; CRM.

Analytics: GA4; Search Console; Looker Studio; Power BI; Tableau; Ahrefs; Semrush; Screaming Frog; attribution modelling; SQL; applied statistics.

Build & tooling: Python; JavaScript/Node.js; Swift; Git; Docker; REST APIs; OpenAI, Anthropic, Gemini, Qwen, Kimi and DeepSeek models; HubSpot; ActiveCampaign; WordPress; Zapier.

PROFESSIONAL EXPERIENCE

SEO & Digital Marketing Manager

Feb 2021 to Sep 2026

Ella Biotech GmbH | Munich, Germany

- Generated **€4.1M+ in qualified pipeline** and **118% net customer growth**. Closed three six-figure deals, including a top 10 European biotech and a leading CRO in synthetic biology.
- Introduced **AEO/GEO workflows** (answer-first content, structured data and AI-crawler access) to build brand visibility in AI search.
- Reduced customer acquisition cost **49%** and increased lifetime value **36%** through technical SEO, Core Web Vitals, internal linking and topic clusters.
- Built **Python and LLM automation** for keyword research, content production and reporting, increasing team output and speed.
- Built GA4, Looker Studio and Search Console dashboards for organic performance, CAC, LTV and attribution. Scaled programmes across **8 international markets**.
- Managed **€80K+ in paid media** across Google and LinkedIn at a **67% lower cost per acquisition**.

PROFESSIONAL EXPERIENCE (continued)

AI Marketing Projects

2026 to Present

Independent | Names withheld; demos available on request

- **GEO intelligence platform:** Built a SaaS that audits websites for AI-search visibility (AI-crawler access, schema, llms.txt, answer-ready content) and produces prioritised fix plans. Shipped with subscription billing and a CRM.
- **AI marketing app suite:** Shipped **ten AI apps** covering AEO scoring, topic clusters, email sequences, content repurposing, CRO copy, persona testing, brand voice compliance, competitor intel, ad creative and RAG knowledge retrieval.
- **Local AI agents:** Built and ran marketing and development workflows on local and open-weight models (Qwen, Kimi, DeepSeek) through agent harnesses, keeping client data private and avoiding per-call API costs.
- **AI-assisted outbound:** Ran **~1,170 verified B2B sends** across three campaigns at under 3% bounce, with GDPR and UWG compliance screening.

Technical Writer & Content Strategist

Aug 2019 to Jan 2021

Clora Inc. | Remote

- Built SEO content programmes and conversion journeys for B2B SaaS, delivering **48% organic traffic growth** and **26% more marketing qualified leads** in 12 months.
- Created onboarding and enablement content that drove **18% faster product adoption**.

SEO & Content Manager

Feb 2018 to Jul 2019

Labiotech.eu | Remote

- Led SEO and editorial operations for Europe's leading biotech news platform, increasing organic traffic **42%** and session duration **28%** in six months.
- Built topic clusters and pillar pages that improved average rankings by **3.2 positions** across **100+ articles** and doubled content output.

EARLIER EXPERIENCE

- **Medical Writer**, Syneos Health & OPEN Health, London (2016 to 2018): delivered **85+ regulatory and commercial assets** to strict compliance standards.
- **Advertising Copywriter**, Fluid Digital, Manchester (2015 to 2016): conversion copy and SEO funnels that lifted landing page conversion **24%**; supported **£320K+** in DTC revenue.
- **Junior Design Assistant**, Agilent Technologies, Nottingham (2013 to 2015): web design, SEO layouts, and Google Ads and Analytics tracking.

PUBLICATIONS (free at aisearchhandbook.com)

- **The AI Search Handbook** (2026): 391-page guide to generative engine optimisation and AI search.
- **AI Engineering Essentials** (2026): 854-page guided AI engineering course with practice projects.
- **Technical SEO for Digital Marketing** (2026): 2,100-page technical SEO course with working audit tools.
- **From Marketing to Technical Marketing** (2026): 874-page illustrated path to Python, SQL and automation.

EDUCATION

MSc, Molecular Biology | Birkbeck, University of London, UK

2012

BSc, Life Sciences | The Open University, UK

2010

CERTIFICATIONS

AI: Generative AI with Large Language Models (DeepLearning.AI & AWS, Coursera); IBM Generative AI Engineering (Coursera); Microsoft Certified: Azure AI Engineer Associate; Prompt Engineering for ChatGPT (Vanderbilt, Coursera).

Search & analytics: Advanced SEO, Technical SEO & AI Search, and Semrush (Udemy); Business Intelligence with Power BI & Tableau (Udemy); SQL for Data (Coursera).