

# CRAIG DENNIS

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## TECHNICAL SKILLS & TOOLING

### LLM Visibility & Optimization

GPT-4, Claude, Gemini · Sentiment measurement frameworks · Retrieval & citation testing · Entity-level semantic restructuring

### AI Workflow Systems

Make.com automation · AI-assisted drafting & optimization pipelines · Cursor

### Search & Measurement

Ahrefs · SurferSEO · Clearscope · Google Search Console · GA4

## AI-NATIVE GROWTH MARKETER | LLM VISIBILITY & SEARCH STRATEGY

Designed measurable GPT/Gemini sentiment frameworks, ran controlled AI optimization experiments, and built automated production systems — scaling organic growth +1,828% while shifting model-level brand positioning across priority attributes.

## WORK EXPERIENCE

### AI-Native Growth Marketer – Hightouch (Remote)

2022 - Present

- Designed and operationalized a measurable LLM sentiment framework to track and influence how GPT and Gemini characterized the brand across strategic attributes.
- Increased positive LLM positioning signals from ~30–40% baseline to 87–100% across defined brand attributes within two months.
- Ran controlled AI-driven content experiments across 18+ assets to improve citation capture, semantic clarity, and retrieval visibility.
- Restructured high-intent pages at the entity level to improve summarization quality in AI-generated responses.
- Built AI-augmented production infrastructure (GPT-4, Claude, Make.com) to scale optimized content without increasing headcount.
- Integrated LLM visibility strategy with semantic search architecture, contributing to +1,828% organic growth (30k → 110k+).

### AI-Enabled Content & SEO Consultant – Dennis Marketing

2021 - Present

- Produced AI-assisted, semantically structured content for B2B SaaS and developer-focused brands (Userpilot, DataStax, Global Payments).
- Built repeatable GPT-4 and Claude-assisted drafting workflows integrated with SurferSEO and Clearscope optimization systems.
- Partnered with engineering teams to translate complex technical concepts into LLM-friendly, entity-optimized content.

# CASE STUDY

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## OPTIMIZING FOR AI SEARCH & LLM VISIBILITY

- **Company:** B2B Martech (Hightouch)
- **Role:** Content Marketer
- **Scope:** LLM visibility strategy, AI experimentation, semantic restructuring, revenue attribution

### Results

- +1,828% organic traffic growth (30k → 110k+ monthly visits)
- 40–55 organic-sourced opportunities per month
- 648 leads from a research-driven asset optimized for search and AI discovery
- \$2M–\$3.5M incremental monthly ACV influenced by organic
- Increased positive LLM positioning signals from ~30–40% baseline to 87–100% across priority attributes (AI decisioning, CDP framing, enterprise readiness) within two months

### What I Built

#### LLM Sentiment Repositioning Experiments

- Designed a structured LLM sentiment measurement system tracking how GPT and Gemini characterized the brand across strategic dimensions (AI decisioning, CDP framing, enterprise readiness).
- Increased positive AI positioning signals from ~30–40% baseline to 87–100% across priority attributes within two months.
- Shifted model characterization from ambiguous / technical framing toward AI-decisioning and marketer-friendly positioning through entity restructuring and semantic clarity improvements.

#### AI-Augmented Growth Infrastructure

- Built GPT-4 and Claude-assisted production workflows integrated with automation (Make.com) to scale optimized content without increasing headcount.
- Aligned AI visibility strategy with semantic search architecture, contributing to +1,828% organic growth (30k → 110k+ monthly visits).

### Impact

Built an AI-native visibility system aligning LLM retrieval optimization, semantic architecture, and automated workflows — positioning the brand for both traditional search and emerging answer engines.