

Mike Khaytman

SEO & AI-Search Leader · Builds Agentic Systems That Transfer Across Clients

mkhaytman@gmail.com · (305) 409-8325 · Fort Lauderdale, FL · [linkedin.com/in/mike-khaytman](https://www.linkedin.com/in/mike-khaytman) · mikekhaytman.com

PROFILE

SEO practitioner (13+ years) who builds the AI systems he works in, and builds them to transfer. The content engine, AEO measurement framework, and keyword-clustering stack I built at Bonsai Media Group run across marine manufacturers, RV brands, equestrian real estate, and enterprise entertainment clients without a rewrite. New client, new data sources, same system. Claim-level verification and human QA are part of the architecture, because client work has to be right the first time. Portfolio with live demos: mikekhaytman.com/projects.

SELECTED IMPACT

One Engine, Every Vertical

Production AI content pipeline with claim-level verification and human QA. Zero factual errors shipped for clients in unrelated industries.

AI Search, Measured

AEO/GEO framework tracking how ChatGPT, Perplexity, and Google AI Overviews cite a brand, deployed per client and reported beside the SEO KPIs leadership already knows.

\$400K → \$12M+

Scaled annual revenue at USB Memory Direct through SEO, content, and conversion strategy while building and managing the marketing team.

EXPERIENCE

SEO Lead

Bonsai Media Group · Fort Lauderdale, FL · Apr 2025 – Present

- Own SEO and AEO strategy for enterprise, multi-brand clients across marine, RV, and equestrian real estate verticals. Every system below runs on multiple clients, not one showcase account.
- Built a production AI content engine with source-locked drafting, a claim ledger tracing every statement to evidence, and a human QA gate. It shipped a 26-page enterprise website package with zero factual errors, then ran again for clients in other industries.
- Built an AEO/GEO measurement framework tracking how ChatGPT, Perplexity, and Google AI Overviews cite and represent client brands. Onboarding a new client is configuration, not a rebuild.
- Built a keyword-to-cluster mapping system that turns any client's search demand into a prioritized page-level plan. It has planned content for ecommerce, real-estate, and enterprise entertainment brands.
- Ship deterministic, auditable engines for high-stakes work. Platform migrations covering hundreds of thousands of pages run on computed redirect maps and indexation control that protect organic traffic.
- Run internal agentic-AI training for non-technical staff, with written SOPs and rule packs. Manage API cost tracking and confidential-client-data separation across the stack.

Senior Marketing Strategist

ProperNoun.co · Fort Lauderdale, FL · Feb 2020 – Dec 2024

- Led SEO and content strategy for local and national brands. Built AI-assisted research and content workflows that raised output without losing editorial quality.
- Grew a brand from 200 to 4,000+ monthly organic sessions in under six months by using topic modeling to find the highest-intent content gaps first.

SEO Product Manager

Boats Group (Boat Trader) · Miami, FL · Jan 2018 – Jan 2020

- Owned SEO products and strategy for 40+ concurrent accounts and hundreds of managed marketplace sites, working with product and engineering in an Agile environment, and presented performance and roadmaps to internal C-suite.
- Diagnosed indexation and traffic issues across large, templated platforms. Introduced Looker Studio for analytics and cross-team reporting.

Digital Marketing Specialist

EllaParadis.com · Miami, FL · Jan 2017 – Oct 2017

- Built the marketing function from scratch across SEO, PPC, content, social, and PR in a restricted-advertising vertical.

Marketing Director

USBmemorydirect.com · Hollywood, FL · Jan 2011 – Dec 2016

- Recruited, trained, and managed the marketing team, and scaled annual revenue from \$400K to \$12M+ through SEO, content, and conversion strategy.

SELECTED PROJECTS (LIVE AT [MIKEKHAYTMAN.COM/PROJECTS](https://mikekhaytman.com/projects))

AI content engine: production LLM pipeline with claim-level verification, dual-layer audit, and human QA. Zero factual errors shipped.

Agent orchestration & memory: multi-agent system with persistent memory and entity architecture that runs my actual agency workload.

AEO / GEO measurement framework: tracks how ChatGPT, Perplexity, and Google AI Overviews cite and represent a brand.

MarineBench: an LLM evaluation testing whether models state a product catalog's facts correctly. Built for one industry, repeatable for any.

SKILLS

AI Search / AEO & GEO	AI Overview visibility, LLM citation tracking (ChatGPT, Perplexity), prompt-level analysis, answer-engine measurement
Agentic & LLM Systems	Multi-agent orchestration, prompt & context engineering, schema-validated output, agentic coding environments (Claude Code, Codex), Python, APIs, evals
Technical & On-Page SEO	Crawl audits, indexation, schema & structured data, Core Web Vitals, large-scale migrations, metadata at scale, site architecture
Analytics & Reporting	Google Search Console, GA4, Looker Studio, Ahrefs, Semrush, Screaming Frog, DataForSEO, executive business reviews, KPI consistency

Remote-first, open to relocation for the right role. · Live demos & writeups: mikekhaytman.com/projects · Fluent in English, conversational Russian.