

# BRENDAN WALSH

## GEO & Enterprise SEO Consultant

Wicklow, Ireland · walsh.brendan@gmail.com · +353 87 9098931 · linkedin.com/in/brenwalsh · Full-time from Sept 2026 (no notice period) or fractional/project now

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### EXECUTIVE SUMMARY

A highly strategic, data-driven AI Search (AEO/GEO) and Enterprise SEO consultant with a dual background spanning complex IT Data Architecture and Global Digital Marketing/SEO (GEO/AEO specialization since early 2023). Supported 100+ market/language combinations and helped secure multi-million dollar new business through technical pre-sales and sales enablement. Expert in leveraging generative AI toolsets (ChatGPT, Peec AI) to capture brand visibility across traditional search engines and emergent LLM discovery platforms.

### CORE COMPETENCIES

|                                   |                                                                                                                     |
|-----------------------------------|---------------------------------------------------------------------------------------------------------------------|
| <b>Search Innovation</b>          | Generative Engine Optimization (GEO), AI Search Visibility, International SEO, Online Marketing Strategy & Analysis |
| <b>Technical &amp; Automation</b> | Python (Workflow Automation, Prototyping), Custom Prompting, Semantic Web                                           |
| <b>Data &amp; Analytics</b>       | GA4 Custom Reporting, Semrush, Peec AI, Business Intelligence, Data Warehousing Architecture                        |
| <b>Sales Enablement</b>           | RFP Support, Competitor Matrixing, Geo-Targeting Analysis, C-Suite / CMO Reporting                                  |

### PROFESSIONAL EXPERIENCE

#### International SEO & AI Solutions Consultant

*Lionbridge · 2014–2026*

- Pioneered the company's internal shift to Generative Engine Optimization (GEO); used Peec AI to track, audit, and optimize enterprise client brand visibility across AI search frameworks.
- Developed ChatGPT and Python-based automation prototypes to generate keyword lists (Google Ads API), user intent questions (Semrush API), and fan-out queries across multiple languages.
- Built custom applications using Azure & ChatGPT for programmatic metadata creation and keyword injection into legacy client content.
- Delivered critical technical support for global enterprise RFPs and sales calls via custom Geo-Targeting, Digital Experience, and AI Visibility reports that helped secure multi-million dollar new business (SEO and non-SEO revenue).
- Formulated recurring visibility and competitive intelligence reports directly for the CMO to protect and grow Lionbridge's international digital footprint across 100+ market/language combinations.
- Managed a small internal team plus a large external vendor network; trained vendor SEO specialists in keyword research and content optimization, and content creators in AI-search-ready writing.
- Founded & hosted "SEO Chat," a recurring training initiative — evolved into a public webinar series in 2025 (presented "The AI Search Playbook").

#### Independent Local SEO Consultant / Digital Growth Strategist

*Irish SMEs & Professional Bodies · 2008–2014*

- Designed and executed organic and paid acquisition strategies for Irish SMEs and professional bodies.
- Scaled digital customer acquisition using localized organic SEO, Google AdWords, and early-stage content marketing.
- Built and delivered specialized B2B digital training curricula, e.g. "LinkedIn for Solicitors" via the DSBA.

#### Data & Solutions Architect / Technical Lead

*Dell, EDS/HP · 1994–2008*

- Spearheaded the strategic design, modeling, and implementation of complex Data Warehouse and Business Intelligence systems for multinational clients.
- Engineered informational solutions using SQL, PL/SQL, Business Objects (SAP), Ingres, and OpenRoad (4GL).

### TECHNICAL SKILLS & CERTIFICATIONS

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|------------------------------|------------------------------------------------------------------------------------------------|
| <b>AI &amp; Prompting</b>    | Generative AI Certification (Google Cloud), Advanced Internal LLM Training, Prompt Engineering |
| <b>Languages &amp; Tools</b> | Python, SQL, PL/SQL, ChatGPT API Integration, SAP Business Objects                             |
| <b>Platforms</b>             | Peec AI, Semrush, Google Analytics (GA4), Google Ads                                           |
| <b>Cyber Security</b>        | Professional Cyber Security Training (Udemy)                                                   |

### EDUCATION & LEADERSHIP

Management Information Systems — Trinity College Dublin  
Supervisory Management — Irish Management Institute (IMI)  
C-level references available on request.