

Jay Egger

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WORK EXPERIENCE

SBG Funding

September 2024 - Present

Senior SEO Manager

New York, NY

- Owning organic growth strategy for a high-intent commercial lending brand: 300% traffic growth, 250+ loan applications/month, ~\$125K/mo in attributed revenue, and 11.2% lift in inbound conversion through CRO and A/B testing
- Building 25+ page BOFU landing system targeting high-intent commercial lending keywords across 12 clusters, implementing structured schema and CRO-optimized templates
- Pioneering company's first Generative Engine Optimization (GEO) program: 515 AI mentions, 178 cited pages, SEMrush AI visibility score of 28 across Google AI Overviews, ChatGPT, and Perplexity
- Resolved GA4 cross-domain conversion tracking (GTM) to unlock end-to-end attribution; built and maintain automated monthly reporting pipeline (Python, BigQuery, GitHub Actions, Google Sheets)

Static Media

April 2021 - January 2024

Senior Director, Growth & Strategy

New York, NY

- Owned SEO and content strategy across a portfolio of 21 sites, growing organic traffic 239% to a peak of 103 million monthly sessions, managing a team of 3 and scaling the business from 8 sites to 21 through acquisitions.
- Launched House Digest from zero to 22 million monthly sessions as lead strategist, and drove post-acquisition growth for Slashgear (667% increase) and Tasting Table (1,690% increase).
- Led E-E-A-T initiatives across the entire network, including author bio overhauls and content quality programs that strengthened domain authority and search rankings.
- Built Python-based tools for trend forecasting and keyword research, and maintained performance dashboards giving leadership visibility into traffic, content ROI, and competitive positioning.

Dotdash

March 2019 - April 2021

Senior Analyst, Growth & Strategy

New York, NY

- Drove SEO strategy for some of the highest-traffic sites in the portfolio, including TheSpruceEats (45M monthly sessions) and SimplyRecipes (22M monthly sessions), focusing on content prioritization, keyword research, and competitive analysis.
- Built "Trend Bot," a proprietary Python tool using the Google Trends API to identify trending queries by topic category, which the team continues to use today.

EDUCATION

Georgetown University

December, 2022

MS, Business Analytics

Washington, D.C.

University of Texas at Austin

December, 2014

BS, Public Relations

Austin, TX

CERTIFICATIONS, SKILLS & INTERESTS

- **Skills:** SEO/GEO strategy, CRO, inbound lead generation, content strategy, technical SEO, LLM workflows, Python, SQL, data analysis, digital PR, link building, A/B testing, trend forecasting, competitive analysis, revenue attribution
- **Notable Tools:** Google Analytics 4, Search Console, SEMrush, Ahrefs, Looker Studio, Salesforce, WordPress, Google Ads, BigQuery, Google Tag Manager, Google Cloud, Git, Zapier, Claude/ChatGPT, Docker
- **Interests:** Board games, rap music, reading, internet culture, business/finance