Tim Brunner

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Experience:

Since 05/2021   iGaming.com

12/2024 - Present   **Senior On-Page SEO Manager & AI-Driven Workflow Development**

- Sole responsibility for the strategic development of a major domain
- Testing AI-based initiatives for automated social media content pipelines
- Running various experiments to deal with algorithmic penalties and recovering rankings - including content consolidation, redirects & de-indexing of content

04/2024 - 11/2024   **Prompt Engineer & Senior SEO Specialist**

- Development of custom GPTs for SEO tasks as part of a newly founded AI team
- Development of agentic workflows with Python and CrewAI
- Working with various APIs, including OpenAI, Ahrefs and STAT

08/2023 - 03/2024   **Senior On-Page SEO Manager**

- Responsibility for on-page SEO for multiple large (>3 million impressions/month) and small projects
- Competitor and ranking analysis
- Developed content strategies on both domain and cluster-level
- Delegated tasks to junior SEO colleagues, including feedback talks

08/2022 - 08/2023   **On-Page SEO Manager**

- Responsibility for some tasks for large projects
- Responsibility of the whole on-page SEO process for some smaller projects
- Planned extensive internal linking strategies as well as content pieces

11/2021 - 07/2022   **Junior On-Page SEO Manager**

- Took over responsibility for some smaller projects
- Planned basic internal linking, keyword research and optimised existing content

05/2021 - 10/2021   **Trainee On-Page SEO**

- Got to know various on-page SEO tasks, including keyword research, internal linking, optimising website architecture, content optimisation and keyword tracking

| 05/2017 – 04/2021 | Freelancer |
| | **Affiliate-Marketing & SEO** |

- Search Quality Rater at Appen
- Built Affiliate-Websites with Wordpress and used self-taught SEO knowledge: naturallyvegan.de & waschsauger-vergleich.de
- Online marketing and crowdfunding preparation for a German oat milk startup

| 02/2017 – 05/2017 | Nordic Getränke GmbH |
| | **Software Consultant & IT Support** |

- Internal first & second-level support
- Troubleshooting basic hardware and software issues

| 03/2016 – 06/2016 | OTTO (GmbH & Co KG) |
| | **Internship: E-Commerce Customer Data Personalisation** |

- Responsibility for a software development project as part of my bachelor thesis
- Implemented statistical analysis for anomaly detection in Python

Education:

10/2019 – 03/2022	HTW Berlin
	Business Communication
	Master of Arts - 1.2 (equals A)

Master Thesis: Nudging in Tourism

10/2013 – 08/2016	Hochschule Darmstadt
	Information Science
	Bachelor of Science - 1.3 (equals A)

Bachelor Thesis:
Development of a tool for anomaly detection within server metrics

| 09/2008 – 06/2013 | Bundeshandelsakademie I Salzburg |
| | Higher School Certificate - 1.5 (equals A-) |

Languages:

German (native), English (fluent, C1)

Skills:

SEO-Tools	Ahrefs, ScreamingFrog, STAT Search Analytics, KWFinder, PowerBI, ChatGPT
Other tools	MS Office, PowerBI, ChatGPT, Asana, makereels.ai
(Web) Development	Python, Wordpress, HTML, CSS, XML, JSON
Soft Skills	Collaboration with cross-functional teams, Strategic Thinking, Adaptability