

# Justin Guinn

*B2B SaaS Content Strategist, SEO & AI Search Leader, Data Storyteller*

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## SUMMARY

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Content leader with 12+ years of building organic growth engines. Specializes in thought leadership and data storytelling, organic search optimization (SEO, AEO, GEO, AI Search), and creating AI-enabled content workflows that **scale outcomes** with quality output.

## EXPERIENCE

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### **EvenUp**, *Senior Content Marketing Manager*, 2024 – Present

- Built content program from scratch as a one-person team, growing organic traffic 47% to 12,600+ monthly visits and expanding the keyword footprint nearly 8x, from 683 to 5,440 terms.
- Established EvenUp as the #1 personal injury AI brand in AI search responses, ranking 1st in share of voice (56.2%), mention rate (24.7%), avg position (1.6), and sentiment (94) among all competitors.
- Built AI-enabled content workflows using AirOps and Claude, including an always-on, automated republishing pipeline that reoptimizes existing content against live search signals.
- Launched a first-of-its-kind data storytelling report for personal injury firms featuring proprietary industry benchmarks and key product narratives.
- Developed comprehensive AEO/GEO frameworks to optimize content for AI-generated answers across ChatGPT, Gemini, and Perplexity.

### **Tidemark Ventures**, *Freelance Data Storytelling Consultant*, 2024 – 2025

- Developed editorial strategy and narrative framework for the firm's inaugural Vertical SaaS Benchmark Report, transforming proprietary survey data into thought leadership.

### **Karbon Practice Management**, *Freelance Data Storytelling Consultant*, 2024 – 2025

- Led data narrative development for the 2024 Practice Excellence Report and The State of AI in Accounting Report 2025, synthesizing insights from global accounting professionals.

### **Toast**, *Content Marketing Manager, Data Storytelling*, 2021 – 2024

- Built the data storytelling program from scratch, generating 20+ industry backlinks monthly and driving sustained organic growth across restaurant technology verticals.
- Created the State of Ingredient Price series across 30+ bespoke reports, with over 20% ranking in the top 3 positions for targeted SERPs.
- Developed thought leadership strategy with proprietary data, 3rd-party research, and industry trends.

### **Zeta Global**, *Director, Enterprise Content, Creative & Enablement*, 2019 – 2020

- Managed creative team producing enterprise ABM sales and marketing collateral, aligning content with GTM priorities across key accounts.

### **Software Advice, a Gartner Company**, *Content Analyst*, 2014 – 2018

- Managed SEO content strategy, keyword research, and trending articles across targeted B2B SaaS verticals. Crafted link-building reports and secured guest posts in tier-one media outlets.

### **The Motley Fool's The Blueprint**, *Contributing Writer*

- Researched and wrote SEO-optimized content across software and technology verticals, balancing depth with readability for broad B2B audiences.

## EDUCATION & CERTIFICATES

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**AirOps Certified Content Engineer**, Cohort 5, May 2026

**University of Dayton**, BA, English & Journalism, May 2012