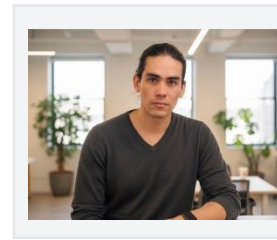


IVÁN GÁRCIA ACÉVES

GEO & SEO Strategist | Digital Marketing & Creative Director | Content Creator

Guadalajara, Jalisco, MX | andazury0@gmail.com | 33 1342 4666 | linktr.ee/Andazury



PROFESSIONAL SUMMARY

Senior GEO and SEO Strategist with 10+ years in digital marketing, combining a cinematographic storytelling background with rigorous data analytics. Specialized in Generative Engine Optimization (GEO), LLM visibility audits, and AI-first content frameworks that increase brand citation frequency across ChatGPT, Gemini, Perplexity, and Claude.

Proven track record managing multi-community digital portfolios for senior living operators, leading schema implementation, Google Business Profile and Apple Business Connect optimization, and producing executive-level reporting that drives strategic decisions. Strong communicator with a visual arts foundation that translates into brand-consistent, conversion-focused content at every touchpoint.

CORE COMPETENCIES

GEO & AI: Generative Engine Optimization | LLM Visibility Audits | AI Citation Strategy | Schema Markup (JSON-LD) | Prompt Engineering | AI Agents

SEO & Analytics: Technical SEO | GA4 | Google Search Console | Semrush | Screaming Frog | Looker Studio | Ranki

Social Media Strategy: Facebook & Instagram Management | YouTube Channel Strategy | Community Management | Meta Ads | Content Calendar & Planning | KPI Reporting

Audiovisual Production: Short Film & Commercial Direction | Branded Video Content | Photography | Creative Direction | Script & Production Brief Writing

Brand & Creative Direction: Brand Strategy | Visual Storytelling | B2B & B2C Copywriting | AI Content Automation | Google Business Profile | Apple Business Connect | Yelp | Bing Business and Webmaster Tool

Tools: WordPress | Adobe Creative Suite | Pro Tools | ChatGPT | Claude | Gemini | nano banana | Metricool | Capcut | Hootsuite | Meta

PROFESSIONAL EXPERIENCE

Senior GEO & SEO Analyst **GEO**

Golden Kare Ventures / MezTal — Atlas Senior Living (Remote, U.S.)

2024 – Present

- Lead Generative Engine Optimization (GEO) and SEO strategy across 30+ communities and brands: The Goldton, Monark Grove, Legacy Reserve, Tribute, The Oscar, Legacy Ridge, and Wildcat properties.
- Conduct structured LLM visibility audits across ChatGPT, Gemini, Perplexity, and Claude, establishing AI citation frequency as the primary GEO KPI for the portfolio.
- Identify and remediate on-page gaps including missing H1 tags, absent FAQ sections, underdeveloped city context, and schema markup deficiencies across 7+ community websites.
- Manage Google Business Profile and Apple Business Connect for portfolio-wide NAP consistency, local search authority, and multi-brand listing accuracy.
- Produce executive-level GEO/SEO reports synthesizing audit findings, competitive benchmarks, and prioritized roadmaps for senior leadership.
- Design YouTube channel strategy and video content audits to expand AI-indexable media assets across the portfolio.
- Write GEO-informed image alt text and caption copy applying entity signals and brand voice guidelines to 23+ images with strict character-limit constraints.

Content Creator & Digital Marketing Strategist

Freelance — Multi-industry Clients

2016 – Present

- Design and execute SEO/SEM strategies using GA4, Google Search Console, Semrush, Screaming Frog, and Hootsuite for clients across real estate, healthcare, and entertainment.
- Manage digital brand presence including website architecture, organic positioning, and social channel growth on YouTube, Instagram, and Facebook, including content calendar planning, community management, and performance analytics.
- Integrate AI tools (ChatGPT, Claude, Gemini, Stable Diffusion) into GEO-first content automation workflows, reducing production time while improving entity signal density.
- Develop and manage Meta Ads campaigns with audience segmentation, A/B testing, and conversion-focused creative aligned to brand guidelines.

Junior Content Creator & AI Integration Specialist

BLEN

2024 – 2025

- Managed social media content production, Google Ads campaigns, and SEO positioning for brand clients.
- Led AI integration projects including automated content generation pipelines and prompt engineering workflows.
- Produced audiovisual content optimized for digital platform algorithms and organic reach.

Head of Media & Brand Coordinator

Glassford Moncada

2023

- Directed digital media strategy and brand identity across all channels for a multi-client agency environment.
- Produced multichannel audiovisual campaigns and delivered KPI-based performance reporting for senior clients.
- Coordinated cross-functional creative team ensuring on-time, on-brand delivery.

Creative Director & Digital Marketing Lead

Glassisimo

2022

- Led digital branding, SEO, SEM, and B2B/B2C marketing strategy for an agency client portfolio.
- Directed content production across paid and organic channels, integrating analytics into creative decision-making.

Audiovisual Producer & Director

Freelance

2013 – Present

- Produced visual content for brands, musical artists, and cultural events.
- Applied cinematographic storytelling methodology to branded content, increasing audience engagement and emotional connection to brand.

Associate Professor — Media, Photography & Image Production

Universidad ITESO

2012 – 2020

- Designed and taught courses in Media and Languages, Fashion Photography, and Image Production.
- Developed academic programs focused on visual media, communication, and digital storytelling.

Academic Coordinator, Film & Audiovisual Arts

Centro Universitario UEA (Universidad de Guadalajara)

2013 – 2016

- Coordinated the undergraduate program in Audiovisual Arts and advised thesis projects in cinematographic production and development.

Marketing & Public Relations Consultant

Nucleo de Diagnostico, Guadalajara

2005 – 2010

- Delivered marketing consultancy and corporate communications strategy for clinical laboratory clients.
- Designed sales and PR campaigns, building brand awareness in the healthcare sector.

EDUCATION

Master of Fine Arts in Film (MFA) — Griffith University, Australia

Master's Degree in Cinematographic Studies — Universidad de Guadalajara

B.A. in Communication Sciences — ITESO, Guadalajara

CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

Diplomado en Generative Engine Optimization (GEO) — Formacion especializada en IA y motores generativos
GEO para Principiantes y Avanzado — Cursos especializados en Optimizacion para Motores Generativos
Inteligencia Artificial en Claude y Agentes IA — Curso de IA aplicada y automatizacion con agentes
Google Search Console & Google Analytics 4 — Certificacion oficial Google
Diplomado en SEO & SEM — Julio 2023
Diplomado en Analitica y Arquitectura Web — Septiembre 2022
Diplomado en Marketing Digital — Tom Ferry Online, 2020
Diplomado en Direccion de Fotografia e Iluminacion — FX Animation Barcelona Film School, 2019
Google Analytics Certificate — Google
Adobe Certified: Photoshop & Lightroom | Pro Tools Operator — Adobe / Avid
Creacion de Contenido con IA Avanzado — Formacion en herramientas generativas

LANGUAGES

Spanish: Native | **English:** Advanced C1 — 90% spoken and written comprehension