

BRENDAN WALSH

GEO & Enterprise SEO Consultant

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

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

Search Innovation	Generative Engine Optimization (GEO), AI Search Visibility, International SEO, Online Marketing Strategy & Analysis
Technical & Automation	Python (Workflow Automation, Prototyping), Custom Prompting, Semantic Web
Data & Analytics	GA4 Custom Reporting, Semrush, Peec AI, Business Intelligence, Data Warehousing Architecture
Sales Enablement	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

AI & Prompting	Generative AI Certification (Google Cloud), Advanced Internal LLM Training, Prompt Engineering
Languages & Tools	Python, SQL, PL/SQL, ChatGPT API Integration, SAP Business Objects
Platforms	Peec AI, Semrush, Google Analytics (GA4), Google Ads
Cyber Security	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.