

Nicolas Straut

Manager, Growth Content Marketing

New York, NY | [LinkedIn](#) | [nicstraute.com](#)

SEO and content marketing leader who's grown organic traffic 397% at scale and built AI search visibility strategies that moved clients from 19th to 2nd place in competitive categories.

EXPERIENCE

Manager, Growth Content Marketing Oct 2025 — Present
Airwallex *New York, NY*

Own SEO and AEO content marketing for the US and Canada. Grew organic sessions from 11k to over 100k a month in just a few months and raised AI search visibility score from 18.5% to 31.2%, moving the company from 4th to 2nd in its category. Increased share of voice from 3.2% to 4.9%, also moving from 19th to 2nd in category rankings.

Manager, SEO & Content Marketing Feb 2021 — Oct 2025
North One *New York, NY*

Increased organic site traffic 397%, from 12k to 65k sessions a month. Developed North One's AEO strategy, earning 1,200 AI Overview citations along with 300 in ChatGPT and 184 in Gemini. Managed a team of writers, editors, and designers publishing 20 quality SEO articles weekly. Led link building efforts earning links from high-authority sites (90+ DA/DR) using digital PR, data reports, and link magnet articles. Launched free tools including generators and calculators that earned over 5,000 sessions a month. Developed geographic content strategies that became a primary organic conversion source.

Lead, Content Distribution Mar 2018 — Feb 2021
Fundera (acquired by NerdWallet) *New York, NY*

Planned and executed link building campaigns, consistently earning 25 LRDs a month. Oversaw creation and optimization of link bait assets which earned over 150 LRDs a month. Trained and assisted in management of four junior SEO associates. Promoted twice in 2 years from SEO Associate to Senior Associate to Team Lead, Content Distribution.

EDUCATION

The King's College Sep 2014 — Jun 2017
B.A. in Politics, Philosophy, and Economics

PROJECTS

Testing SEO strategies in YMYL categories, Solvent & Tweed
Founder of two projects testing SEO strategies in high-regulation YMYL (Your Money Your Life) categories, exploring content and technical approaches in competitive financial niches.

Personal finance coverage for Forbes Investor Hub, Forbes Contributor
Freelance writer covering personal finance topics for Forbes Investor Hub, contributing expertise on financial planning and investment strategies to a major business publication.

SKILLS

SEO · AEO · Content Marketing · Link Building · AI Search Optimization · Ahrefs · SEMrush · Screaming Frog · Google Search Console · Google Analytics · Profound · Replit · Claude · Gemini · Digital PR · Team Management · Geographic Content Strategies · Technical SEO · Analytics · Strategic Planning