Kirill Kulagin

Senior SEO & GEO Architect — AI Search Visibility & Programmatic Growth

qlagin.kirillhs@gmail.com | kirill-kulagin.com | linkedin.com/in/kirill-kulagin | Remote (Global: US, UK, EU, APAC)

Senior SEO & Generative Engine Optimization (GEO) Architect with 10+ years of experience scaling organic revenue, programmatic search engines, and brand visibility across Google and AI answer platforms (ChatGPT, Perplexity, Claude, Gemini, SearchGPT). Combines a Master's degree in Mathematical Sciences with hands-on technical execution in Next.js, JSON-LD entity modeling, and Python automation.

SELECTED IMPACT & CASE HIGHLIGHTS

Domain / Vertical	Measured Outcome	Core Architecture & Execution
B2B & E-Commerce Growth International Client	**€30K → €130K+/mo** Gross Revenue in under 10 months	Data-driven search architecture, commercial micro-clustering, and high-intent conversion funnels.
Tangem Crypto Hardware Wallet	**Top-3 Brand Mentions** in ChatGPT, Perplexity & Gemini; **542K clicks / 9.76M impr.**	End-to-end GEO strategy, Knowledge Graph entity optimization, and programmatic content overhaul.
Global B2B Trade Platform Supply Chain & Wholesale (NDA)	**Enterprise AI Leads** & cross-border LLM recommendation dominance	Next.js SSR/ISR structured JSON-LD entity layers built for Google indexing and LLM scraping.
European Content Platforms Multi-Region Web Properties	**240K+ monthly visits** & **340K clicks / 6.09M impr.**	International topical authority expansion, crawl budget optimization, and scalable content systems.

CORE TECHNICAL & STRATEGIC STACK

AI & LLM Optimization (GEO): ChatGPT Search, Perplexity AI, Claude, Gemini, SearchGPT Optimization, Brand Entity Engineering, Knowledge Graph & Off-Page Citation Signals.

Programmatic & Engineering Stack: Programmatic SEO (pSEO), JSON-LD & Nested Schema Markup, Next.js SSR/ISR Indexing Architecture, Python Automation (Data Scraping & Automated Publishing Pipelines).

Core & International SEO: Enterprise Technical Audits, Crawl Budget Management, Multi-Region Expansion (US, UK, EU, APAC), Semantic Micro-Clustering & Topical Authority.

PROFESSIONAL EXPERIENCE

Lead SEO & GEO Strategist — Global B2B E-Commerce & Supply Chain Platform (NDA)

Dec 2025 – Present | Global / Cross-Border B2B

- Architected the company's Generative Engine Optimization (GEO) framework, securing factual brand dominance and entity citations in Perplexity, Claude, and SearchGPT across wholesale and cross-border trade queries.
- Engineered Next.js-compatible structured JSON-LD entity layers and dynamic programmatic micro-clusters to accelerate both search engine crawling and LLM retrieval efficiency.
- Directed multi-region search architecture across complex B2B product catalogs, aligning strict enterprise NDA requirements with aggressive organic pipeline targets.

Principal SEO & GEO Architect — Independent Advisory & Proprietary Platforms

2025 – Present | Consulting & Owned Web Assets (kirill-kulagin.com, hi-travelers.com, petsitworld.com)

- Advised high-growth technology and Web3 brands (including Tangem) on LLM search visibility, entity associations, and programmatic organic acquisition.
- Built and scaled proprietary international directory and travel platforms (hi-travelers.com, petsitworld.com) using Python automation, multi-language pSEO architecture, and structured data systems.

SEO Department Team Lead — DS Team

Aug 2024 – Nov 2025 | E-Commerce & International Marketplaces

- Led the SEO department and technical search roadmap for large-scale consumer and marketplace properties, including Joom.com (global e-commerce) and worldofescapes.com (international entertainment aggregator).
- Standardized technical audit workflows, internal linking models, and cross-functional collaboration with product and engineering teams.

Senior SEO Specialist — OMDIGI Group

Mar 2024 – Aug 2024 | Australia & New Zealand (APAC)

- Executed organic growth, semantic clustering, and technical optimization campaigns across APAC markets for digital marketing, e-commerce retail, and hospitality aggregator clients.

Senior SEO Specialist — SEO PowerSuite

Oct 2023 – Feb 2024 | United States & Global B2B SaaS

- Drove international organic search visibility in the highly competitive US and global B2B SaaS market for an all-in-one SEO software suite (competing directly with Ahrefs and Semrush).

Senior SEO Specialist & Growth Lead — International Digital & Agency Roles

Sep 2016 – Sep 2023 | Zaochnik (US/DE), AdCombo (Global), Jetmix & Performance Agencies

- Scaled multi-language European and US content platforms to 240,000+ monthly organic visitors through topical authority modeling, programmatic page generation, and technical optimization.
- Managed organic search strategy, mobile software acquisition, and technical SEO audits across 15+ e-commerce, B2B, legal, medical, and automotive web properties.

EDUCATION & LANGUAGES

Baltic Federal University (2012 – 2018): Master's Degree in Mathematical Sciences — Mathematical Support and Administration of Information Systems.

Languages: Russian (Native), English (C1 — Advanced), Portuguese (A1 — Elementary).

Full Portfolio & Live Case Studies: kirill-kulagin.com