

# TONY PARIS He/Him

## SEO / AI Visibility / Digital Content Strategist

SEO · AEO · GEO · AIVO · Content Strategy · Analytics

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### CORE SKILLS

#### SEARCH OPTIMIZATION

- Technical SEO
- On-Page SEO
- Off-Page SEO
- Answer Engine Optimization (AEO)
- Generative Engine Optimization (GEO)
- AI Visibility Optimization (AIVO — Methodology Pioneer)
- Voice Search Optimization
- Local SEO & Google Business Profile
- Schema Markup & Structured Data (JSON-LD)
- Core Web Vitals & Page Speed Optimization

#### CONTENT STRATEGY

- Keyword Research & Intent Mapping
- Content Pillar & Cluster Planning
- Editorial Calendar Management
- Content Briefs & SEO Writing Guidelines
- Internal Linking Architecture
- Topic Authority Development

#### ANALYTICS & TOOLS

- Google Analytics 4
- Google Search Console
- Google Tag Manager
- Bing Webmaster Tools
- Ahrefs / SEMrush / Moz (Familiar)
- Proprietary Analytics Platform (Built at AppWT)
- Conversion Rate Optimization
- A/B Testing & Experiment Design

#### AI PLATFORMS & TRAINING

- ChatGPT, Claude, Gemini, Perplexity, Microsoft Copilot
- Corporate Training Instructor — Enterprise AI Adoption
- Prompt Engineering
- AIVO GEO Certification Program (Creator & Instructor)
- AI Citation & Recommendation Optimization

#### PAID & EARNED

- Google Ads Management
- Facebook / Meta Ads
- PPC Campaign Strategy
- Retargeting Campaigns
- Citation Management
- Backlink Acquisition
- Email Marketing & Drip Campaigns

#### TECHNICAL

- HTML / CSS / JavaScript
- WordPress (Advanced)
- cPanel / WHM
- Cloudflare
- Robots.txt / Sitemap Strategy
- .htaccess & Canonical Management

#### LANGUAGES

English (Native) · French · Spanish · Korean · Japanese · Urdu · Chinese · Arabic

#### EDUCATION

**Baker College**  
Major in Web Development, Minor in Graphic Communications  
2005 – 2008

**Carman-Ainsworth High School**  
High School Diploma  
1997 – 2001

#### PROFESSIONAL DEVELOPMENT

**Diplomat University (Corporate Training)**  
Pharmacy Administration, Policy & Regulatory Affairs  
2011 – 2017

#### CERTIFICATIONS (PAST)

OnBase Certified System Administrator— Hyland, 2020  
Introduction to Workflow— Hyland, 2020  
Certified Pharmacy Technician (CPhT)— PTCB, 2014  
Certified Professional Food Manager— ANSI, 2010  
HIPAA Compliance Trained  
PCI Compliance Trained

#### AWARDS & RECOGNITION

- CanadianSME Small Business Awards 2025 — Sustainable Business Nominee
- TechBehemoths Web Design Award (2025)
- Digital Excellence Gold Award (2024)
- Most Innovative Web Design Agency in Michigan (2024)

#### COMMUNITY & VOLUNTEER

**Vice President** — Westland Area Jaycees  
**Communications Specialist** — JCI Michigan / Junior Chamber International  
**Web Editor** — Forever Families, Inc.  
**Teacher** — Holy Redeemer Catholic School  
**Community Volunteer** — Livonia, Redford, Wyandotte Jaycees  
**Community Volunteer** — Carriage Town Ministries, Awaken Ministry

## PROFESSIONAL EXPERIENCE

### Associate Cloud Support Engineer & Certified Administrator [i3 Verticals](#) | [Royal Oak, Michigan](#)

*Jun 2017 – Mar 2026*

- Supported client-facing content and documentation portals, keeping indexable content accurate and structured for search visibility
- Administered Hyland OnBase platforms with attention to metadata, taxonomy, and content discoverability
- Trained client teams on cloud platform usage and documentation standards
- Collaborated cross-functionally to maintain compliant, searchable content across HIPAA and government accounts

### Corporate Advisor & Technology Trainer

#### [Diplomat Specialty Pharmacy](#) | [Flint, Michigan](#)

*Sep 2010 – Jun 2017*

- Designed workflow and content systems for one of the nation's largest specialty pharmacies
- Built taxonomy and metadata structures for pharmacy administration platforms
- Trained staff across departments on content standards, compliance language, and system usage

## CONCURRENT VENTURE

### Founder & Chief Technologist

#### [AppWT Web & AI Solutions \(AppWT LLC\)](#) | [Livonia, Michigan](#)

*Jul 1997 – Present (Concurrent Venture)*

- Pioneered AI Visibility Optimization (AIVO) methodology in Michigan, helping clients get recommended by ChatGPT, Claude, Gemini, Perplexity, and Microsoft Copilot
- Delivered SEO, AEO, and GEO strategy for 9,500+ clients across five countries, with case studies including 503% organic growth in 60 days
- Created and teach the AIVO GEO Certification program at AppWT Institute ([academy.appwt.com](#))
- Built a proprietary privacy-first analytics platform ([analytics.appwt.com](#)) with AI traffic detection
- Lead a 10-person team across SEO, content, development, and paid media