

Victoria Yap

SEO Leader | In-House Organic Acquisition Specialist | London based

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Executive Summary

Strategic SEO Leader with 7+ years building and scaling organic acquisition functions from zero for fintech and professional services firms. Proven track record of delivering board-level revenue impact; generating +174% in attributed revenue, 300% traffic growth, and dominant market positions across competitive regulated verticals, including financial services and law.

Experienced across the full SEO stack: technical infrastructure, content architecture, AEO/GEO, off-page acquisition, and CRO. Commercial fluency to own strategy, manage budgets, and report directly to senior leadership. Agency background across FTSE 250 and high-net-worth clients provides breadth of industry exposure alongside deep in-house execution experience. Multilingual across English, Mandarin, Cantonese, and Japanese; experienced in financial services.

Core SEO Stack

- **Organic-Led Growth:** Designing and executing SEO strategies that deliver measurable commercial outcomes — from zero to dominant market positions in competitive, regulated verticals including fintech, financial services, and law.
- **Full-Stack SEO Leadership:** Owning the complete SEO function end-to-end: technical audits, site architecture, cross-platform content strategy, and off-page acquisition, with direct developer collaboration and budget accountability.
- **AEO, GEO & Emerging Search:** Early mover, achieving consistent placement in Google AI Overviews and LLM recommendations ahead of broader market adoption.
- **Commercial Fluency & Stakeholder Reporting:** Translating SEO performance into revenue attribution, lead generation, and P&L narratives for board-level stakeholders; owning strategy sign-off and budget management.

Recent Work Experience

Head of SEO & Content Production

Carmoola, London (Fintech start-up)

May 2025 - Present

- **Revenue Attribution:** Drove [+120% YoY growth in SEO-attributed loan interest revenue](#) on an any-touch basis and +174% on a first-touch basis within 10 months.
- **Organic Visibility:** Grew clicks +85% (+33.8K) and impressions +74% (+8.4M) YoY, securing #1 for "car finance London" and consistent placement in Google AI Overviews through AEO and GEO optimisation.
- **AI-Powered Scaling:** Architected a node-based AI content workflow that scaled production and eliminated £35K/year in external costs.
- **Agency Elimination:** Replaced a £7.5K/month PPC agency by engineering an in-house per-ad message-matching CRO workflow, saving £90K/year with zero loss in output quality.
- **CRO Ownership:** Owned the full CRO roadmap and ran A/B tests independently, ensuring top-of-funnel acquisition converted more effectively.
- **Strategy & Budget:** Built the company's SEO strategy and managed the budget

SEO Manager

Reiss Edwards, City of London (Immigration Law and Family Law Firm)

Jan 2022 - May 2025

- **300% Traffic Growth:** Delivered a full-scale organic growth overhaul that tripled traffic, [increased lead generation by 43%](#), and drove £347,944 in incremental revenue within 12 months.

- **0-to-1 Launch:** Built a brand-new Family Law website from zero to 6,000 monthly organic visitors, 270 leads, and 931 page-one keyword rankings within 6 months, validating an entire new business line before headcount was added.
- **Technical Remediation:** Improved LCP from 4.2s to 1.6s (62% faster), passed Core Web Vitals, and reversed algorithmic damage from a previous agency's spammy backlink and content syndication practices.
- **Full-Stack SEO Execution:** Owned technical SEO, site architecture, content hub build, UX/UI redesign briefing, editorial pipeline, and Digital PR link acquisition.

On-Page SEO Manager

IG Index Ltd, City of London (Financial spread betting services)

Apr 2021 – Jan 2022

- **Competitive Rankings:** Moved 10+ [high-value cryptocurrency and forex keywords](#) from page 2 to top-3 positions within 10 months in a YMYL financial niche with strict quality standards.
- **Multilingual Execution:** Ran bilingual SEO strategy (English and Mandarin) across three owned platforms (IG, DailyFX, and DailyFX Asia) to grow organic visibility.
- **C-Suite Reporting:** Served as direct SEO contact for senior leadership, delivering monthly performance reports on share of voice, clicks, impressions, conversions, and visits across three properties.

Senior SEO Consultant

Digitalis, Mayfair (Online Reputation Management Firm)

Oct 2019 – Apr 2021

- **Enterprise Client Delivery:** Led SEO strategy for 10 clients simultaneously on monthly retainers (predominantly FTSE 250 companies and high-net-worth individuals), consistently hitting quarterly KPIs across technical, on-page, and off-page channels.
- **Team Development:** Trained and mentored 6 junior SEO executives while maintaining full client delivery responsibility.

Independent Projects & Consultancy

Honest Food Talks

Founder & Solo Growth Operator | Jan 2021 – Present

- **Audience Built from Zero:** Grew a food and beverage media brand from [7.8K to 600K+ monthly users within 2 years](#). 75x revenue increase driven entirely by organic search, zero paid spend.
- **YouTube at Scale:** Reached [1.2M views and 9K+ subscribers](#) across 31 long-form videos through keyword-led scripting, YouTube SEO, and cross-platform distribution

Ad Hoc Consultancy

- **Stripe** and **Lego:** Content strategy and brief creation requiring market-specific nuance.
- **Health Tech Start-Up:** Built a custom Python script for content prioritisation, delivering a data-driven SEO roadmap aligned to business goals.

Additional Skills and Competencies

SEO & Analytics: Google Analytics 4, Google Search Console, Ahrefs, SEMrush, SERanking, Screaming Frog, Adobe Analytics, Google Trends

AI & Automation: Claude, Gumloop, N8N, Lovable, Replit, Python (scripting)

Technical & Infrastructure: HTML, CSS, WordPress, CraftCMS, HubSpot, Notion, Jira, Asana

References available upon request