

Miriam Sauter

SEO & AI Ethics Consultant | AI Governance Specialist-in-Training

Liverpool
miriam@oakscript.com
linkedin.com/in/miriamsaute
www.oakscript.com

SEO & AI Ethics Consultant with 14+ years driving 150%+ lead growth and 160% conversion improvements in regulated sectors. University of Helsinki-certified in AI ethics, creating governance-aligned SEO frameworks featured in Google AI Overviews (3,500%+ visibility gains). Pursuing ISACA/IAPP governance certification through structured 18-month pathway.

WORK EXPERIENCE

RMS - PR • Remote • 03/2020 - Present SEO & Content Manager • Freelancer

Led the development and execution of data-driven SEO strategies for a diverse B2B client portfolio spanning legal services, utilities/construction, and venture capital sectors.

Key Achievements:

- Delivered a 135% increase in enquiries and a 76% conversion rate improvement for Garratts Solicitors by developing a comprehensive SEO strategy, establishing organic search as the primary traffic source (79% of website traffic).
- Created and optimized 50+ SEO-focused landing pages for Garratts Solicitors, generating over 10.2 million impressions for targeted keywords, with weekly organic traffic values exceeding £40,000
- Developed keyword-targeted content clusters tailored to specific practice areas, resulting in annual conversion rate increases up to 160% for legal clients
- Implemented innovative content strategies that expanded client's service scope, leading to additional service area opportunities including Criminal Law, Care Proceedings, and Wills & Probate
- Utilised both traditional methodologies and AI-powered tools for in-depth keyword research, consistently identifying high-impact opportunities
- Collaborated cross-functionally with PR, design and marketing teams to create integrated content strategies that aligned with broader business objectives
- Provided comprehensive performance analysis through customised monthly reporting in Coact and Google Analytics, delivering actionable insights that drove continuous strategy refinement

SKILLS

SEO & Technical Skills

- Technical SEO toolkit (Screaming Frog | Lumar | GTmetrix | Lighthouse)
- Advanced keyword research platforms (Ahrefs | SEMrush | SEOmonitor | Ubersuggest)
- Local SEO tools (BrightLocal | Google Business)
- Analytics & performance tracking (Google Analytics | Search Console | Supermetrics)
- E-E-A-T optimisation

AI & Automation

- AI Integration
- Artificial Intelligence (AI) in SEO
- Claude
- ChatGPT
- Perplexity
- Gemini
- DeepSeek
- NotebookLM
- Jasper
- AI Ethics
- AI Governance

Content & Digital Marketing

- Copywriting and Content Strategy
- Digital Marketing

Analytics & Security

- Google Analytics
- Cybersecurity

OakScript Creative • Remote • 01/2020 - Present

SEO Consultant & Copywriter (Owner) • Freelancer

- Developed and implemented holistic SEO strategies across diverse industries, directly contributing to substantial growth metrics including a 150% increase in lead generation through improved search rankings
- Created thought leadership content and specialised course materials for healthcare and retail clients including Naytal/Maven Clinic and Tommee Tippee
- Successfully optimised B2B air filtration client website with limited budget constraints, achieving a remarkable 3,565% increase in organic impressions and 276% growth in organic clicks
- Led Alexa voice skills project for Audible by Amazon as German Test Lead, leveraging specialised linguistic expertise
- Pioneered AI-optimised content strategies, resulting in client features within Google's AI Overviews, as demonstrated with Aptus Utilities
- Executed comprehensive user acceptance testing for platforms including UserZoom, identifying and resolving critical usability issues
- Applied advanced understanding of evolving search algorithms, AI ethics (University of Helsinki certified), and machine learning technologies to create future-proof SEO strategies
- Delivered documented case studies demonstrating consistent performance improvements across legal, healthcare, and technical sectors

Webtise/We Influence • Ellesmere Port • 04/2017 - 01/2020

Operations Director (Owned/Earned Media) • Full-time

- Oversaw project management for a diverse range of digital campaigns, including e-commerce and lead generation initiatives, domain and platform migrations, and conversion optimisation projects.
- Streamlined operational workflows and drove strategic initiatives within the Owned/Earned Media department, achieving a 90% improvement in project delivery timelines through effective team collaboration and process optimisation.

Hitsearch • Liverpool • 06/2015 - 04/2017

Digital Operations & Strategy Director • Full-time

- Directed operations management for critical domain migrations and successful website launches for a portfolio of large corporate clients.
- Managed and mentored a team of 10 professionals, including 5 direct reports, providing strategic direction and operational oversight for Owned/Earned and Paid Media initiatives.

Shop Direct • Liverpool • 03/2013 - 06/2015

SEO/Influencer Outreach Manager • Full-time

- Developed and implemented an influencer outreach strategy that resulted in 200% increase in sales during key seasonal events.

- Microsoft Windows Defender
- Threat Analysis
- Vulnerability Assessment

Project Management & Collaboration

- Project Management
- Asana

Testing & Usability

- User Acceptance Testing
- Hotjar
- Balsamiq

Languages

- English
- German

EDUCATION

Online Course in AI & Law

Lund University

Remote

04/2025 - Present

Online Course in Artificial Intelligence

The University of Helsinki

Remote

GPA: 4 ECTS

03/2025

Continuing Medical Education in Infant Formula Feeding

Ludwig-Maximilians-Universität München

Remote

GPA: 8 EMC

09/2022

Transglobal Express • Bromborough • 09/2011 - 02/2013
Digital Marketing Assistant Manager • Full-time

Latitude Digital Marketing • Warrington • 03/2011 - 09/2011
PPC & Paid Social Executive • Full-time

CERTIFICATIONS

Certified Specialist in Ahrefs' Marketing Intelligence Platform •
04/2025 - 04/2025
Ahrefs

Ethics of AI • 03/2025 - 03/2025
The University of Helsinki

Elements of AI • 03/2025 - 03/2025
MinnaLearn / The University of Helsinki

Foundations of Cybersecurity • 01/2023 - 12/2023
Google Career Certificates

Foundations of Project Management • 01/2023 - 12/2023
Google Career Certificates

OCN Level 5 Certified Child Sleep Consultant in Sleep Education

London School of Childcare Studies

Remote

GPA: Outstanding
08/2021

Bachelor's degree in English Literature & Language

University of Bremen

Bremen, Germany
07/2010