

# LOUISA FRAHM

Los Angeles, CA

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## PROFESSIONAL SUMMARY

Results-oriented digital strategist and industry thought leader with 10+ years of enterprise newsroom experience driving content creation and audience growth across major media organizations. Proven expertise in SEO, audience development, technical troubleshooting, AI-informed content strategy, and cross-functional collaboration across editorial, product, marketing, and business teams. Strong track record of mentoring analysts and writers, conducting competitor research, executing audits, managing content workflows, and translating audience insights into scalable strategies that improve discoverability and boost engagement.

## CORE COMPETENCIES AND SKILLS

### Analytics & Tools

Google Applications (Analytics, Search Console, Discover, Trends, Docs, Sheets, Slides)

Microsoft 365

Semrush

Similarweb

Screaming Frog

### Other Professional Skills

Training & Mentorship

Writing & Editing

Data Analysis

AI Literacy

Public Speaking

## EXPERIENCE

Adjunct Professor | University of Southern California | Los Angeles, CA | August 2026 - present

- Teach audience development at Annenberg School for Communication and Journalism

Founder | Frahm Focus Consultancy | Los Angeles, CA | June 2026 - present

- Advise organizations and individuals on SEO, AI, audience engagement, and content strategy to maximize brand visibility and digital discoverability

SEO Director | ESPN | Bristol, CT | August 2022 - March 2026

- Launched first in-house SEO team within the audience engagement division, managed team of senior SEO analysts, coordinated AI-friendly workflow of freelance SEO writers with an emphasis on service journalism, trained domestic and international newsroom colleagues on SEO best practices, and educated stakeholders on SEO industry trends

Google Trends Curator | Google | Los Angeles, CA | October 2021 - August 2022

- Served as data journalist on Google Trends team

SEO Editor | Los Angeles Times | Los Angeles, CA | June 2019 - October 2021

- Trained newsroom on SEO best practices after the introduction of a new CMS, introduced new breaking news and evergreen content workflows, integrated SEO with subscription strategy, and delivered performance insights to stakeholders

SEO Manager | Time Inc./Meredith | New York, NY; Los Angeles, CA | October 2017 - May 2019

- Served as entertainment SEO lead for People Magazine and other related publishers, spearheaded trend forecasting and keyword research in breaking news and evergreen windows, and coordinated search efforts within newsroom tentpole event planning

SEO Manager | TMZ | Los Angeles, CA | June 2017 - October 2017

- Trained editorial staff on SEO best practices, revised breaking news workflow to maximize discoverability, conducted competitor research to find content gaps during real-time events, and delivered recurring SEO performance reports to stakeholders

SEO Specialist | Yahoo! | Los Angeles, CA | May 2016 - June 2017

- Trained worldwide editorial staff on SEO best practices, conducted daily SEO content audits across editorial sections, collaborated with data and product teams on CMS enhancements, and compiled weekly SEO performance reports

SEO Coordinator | E! Online | Los Angeles, CA | October 2015 - May 2016

- Optimized metadata to improve search visibility, collaborated with editorial sections to align content with search trends and audience behavior, and monitored content performance to pinpoint wins and areas for growth

SEO Specialist and Manager | Wpromote | Los Angeles, CA | May 2014 - October 2015

- Created and executed digital marketing strategies for a wide range of e-commerce and lead generation clients, integrating campaigns across organic search, paid search, email, social, and other platforms

## **VOLUNTEERING**

Junior League of Los Angeles | 2019-2022

- Served as Communications VP from 2021-2022

## **EDUCATION**

Bachelor of Science | Journalism | University of Colorado at Boulder | 2012

Master of Science | Communication Management | University of Southern California | 2021