

Amir Cohen

Local SEO Strategist | WordPress Developer | AI Automation Builder

Denver, CO | 716-566-0640 | amir@graphicatz.com | amircohenstudio.com | Open to remote, contract and full-time

Summary

Building websites since 1997, with extensive experience in SEO and digital marketing, including two agencies I founded and ran from 2015 to 2024. I build, rank and manage websites for home service businesses, and several client sites have seen exceptional growth in organic traffic. I plan and run full local campaigns, from site architecture and schema to Google Business Profiles and reviews, and I build my own tools and AI workflows to deliver at scale. Background in laser engineering and manufacturing gives me a hands-on, production mindset.

Experience

Independent Local SEO and Web Consultant

Denver, CO | 2024 to present | Referral-based clients

- Run local SEO and rank-and-rent programs for contractors, remodelers, chimney sweeps, locksmiths and towing companies in CO, NY, CA, TX and FL.
- Build city and service page architecture, schema markup, citations, backlink research and content plans for each market.
- Manage Google Business Profiles and review responses across multiple brands, including a 7-location franchise.
- Develop sites in WordPress and Elementor and fast Astro JS sites on Ubuntu servers.
- Built Python and Flask tools for bulk WordPress publishing via REST API and Search Console and Bing URL submission; deployed AI agents to automate content workflows.

Founder, MediaGroupMarketing.com

2020 to August 2024

- Founded and grew a digital marketing firm delivering SEO, web design and content for service businesses.

Founder, Buffalo Booster

Buffalo, NY | 2015 to 2020

- Founded and ran a local marketing agency providing SEO and web design to Buffalo-area businesses.

SEO and Web Designer

In-house and agency roles | 1997 to 2015

- Built and optimized websites for companies from the hand-coded HTML era through modern CMS platforms, handling design, development and search visibility.

Art Director, Rosenet

Tel Aviv, Israel | 2000 to 2003

- Led art direction and web design for websites.

Founder and Product Engineer, Graphicatz

Laser cutting, engraving and custom manufacturing | Founded 2004

- Designed and produced a wide range of laser-cut products, from keychains to large-scale signage.
- Built a production line for laser cutting and engraving, hot sublimation, plexiglass, CNC work and signage, with production files prepared in CorelDRAW and Photoshop.

Co-founder, Torah Toons and 613 Academy

Educational media studio and online learning platform | 2025 to present

- Produce comics, animation, music and curriculum, and lead development of an online learning platform.

Skills

SEO	Local SEO, Google Business Profile, schema, citations, link building, technical audits, content strategy, GSC and Bing
Web	WordPress, Elementor, Astro JS, HTML and CSS, site speed, Ubuntu and Caddy hosting
Automation	Python, Flask, REST APIs, AI agents, content and review workflows
Design	CorelDRAW, Photoshop, vector file prep, laser cutting and engraving, CNC, video and image production

Education

Diploma in Marketing, HaBetzef, Israel

Additional

Judo black belt (1st Dan) and instructor | Author and maker of illustrated books | Relocated from Buffalo, NY to Denver