

Marv Ahlstrom

Digital Marketing Strategist & Content Marketing Manager

LOC San Diego, USA
TEL 858-829-5263
MAIL marvahlstrom@gmail.com
WEB LinkedIn · Portfolio · PDF Resume

PROFILE

B2B experience helping global cybersecurity brands drive organic search visibility as a content-led demand generation specialist, now leveraging that expertise in expanded content marketing roles. Driven by my passion for demand generation through digital marketing – specifically content creation and copywriting workflow optimization.

Recent work spans over **10 years in cybersecurity** & networking marketing. Delivered exceptional results at Cisco including **\$25M in estimated annual cost savings** through SEO efforts, resulting in millions of organic visits to cybersecurity awareness pages, which continue to lead in LLM citation visibility. More recently at Sophos, where we redesigned and optimized the website to gain top visibility as the world's largest pure-play MDR provider.

10^{yrs} Driving web visibility and growth for cybersecurity brands	\$25^M Estimated annual cost savings delivered at Cisco
\$1.2^B Annual website sales overseen at Home Depot Supply	AI Ops Developed AI Playbooks. See Portfolio

EXPERIENCE

Global Lead Content Optimization

JAN 2025 – APR 2026

Remote for Sophos (Abingdon, UK)

- Worked remotely on security content creation and optimization for Sophos network hardware and security software products. Worked on the cross-functional team that developed the end-to-end agentic AI content creation workflow.
- On the content team, developed and implemented the **AI search strategy** to increase brand visibility in AI models.
- Guided the daily web and content optimization strategy and efforts for a global cybersecurity organization as we gained top visibility in MDR.

Digital Marketing and Search Optimization *(Contract)*

APR 2024 – JAN 2025

Remote for Sophos (Abingdon, UK)

- Supported the global team on the development and setup of the **ABM marketing program**.
- Led **SEO & GEO** by optimizing core products and solutions across the full suite of Sophos security and networking products.

Digital Marketing Manager — Security

FEB 2022 – APR 2024

Cisco Systems

- Led optimization strategy for all Cisco Security products and solutions. Achieved top visibility for numerous cybersecurity topics through **intent modeling** and data-driven content creation.
- Developed and implemented the “**what is**” **content strategy**, generating tens of thousands of new customer visits, establishing brand authority, and reducing site visitor acquisition costs by tens of millions compared to paid search. The strategy has since been adopted across all Cisco product categories.
- Integrated acquired companies, working with M&A teams to fold offerings from **DUO, Umbrella, AppDynamics, Meraki, Armorblox, Valtix and Viptela** into Cisco.com.

Security and Networking Optimization Strategist

NOV 2016 – FEB 2022

Cisco Systems

- Optimized core product launches across the entire security and networking portfolio.
- Developed hundreds of informational “what is” pages generating **hundreds of thousands of organic visits annually** and offsetting acquisition costs by tens of millions vs. equivalent paid search traffic.
- Spearheaded content for next-generation tech, leading creation of **5G and Wi-Fi 6** awareness pages to promote Cisco's cutting-edge solutions.
- Provided technical SEO expertise during the cisco.com site rebrand and platform update.

Associate Manager, Paid & Organic Search

AUG 2013 – AUG 2016

Home Depot Supply

- Drove significant eCommerce growth: exceeded **\$1.2B in annual website sales**, with 55% generated online.
- Increased annual revenue from paid and organic search by **\$250M in year two** and generated over **\$340M in 2015** – a 40% increase.
- Achieved a 40% rise in paid search revenue and a 20% increase in organic traffic.
- Acquired **49% of new customers** through paid and organic search and successfully expanded PPC and SEO budgets across five channels.
- Managed internal and external teams, guided search engine upgrades and CMS deployments, and trained staff on best practices for content, social, and internal search optimization.

Sr. Search Specialist — eCommerce (*Contract*)

JUL 2012 – AUG 2013

Cisco Systems

- Optimized the largest deployment of **Adobe Web Experience Manager** on Cisco.com.
- Optimized Cisco's Build & Price eCommerce portal, ranking #1 for “blade server price” for three years.
- Supported the global launch of Cisco's new branding campaign for the **Internet of Things (IoT)**.
- Increased page rank on Data Center pages from PR14 to PR5 on average for 32 high-volume keywords.
- Developed and presented global webinar training on best practices in search to content authors.
- Received the Cisco Systems **E-Recognition Award (2012)** for low-touch model execution.

Digital Marketing Manager

JAN 2012 – DEC 2013

NISI Publishing

- Launched entrepreneurship programs through digital marketing for “**Nail It Then Scale It**,” driving brand growth and book sales.
- Established the book's online presence: social channels, branding, and the Big Idea Canvas worksheet.
- Increased website visits by **120% YoY**, reaching over 20,000 annual visitors.
- Sold tens of thousands of copies worldwide via lectures, social, email, and multi-language promotion.

Marketing & Web Admin (*Volunteer*)

JUN 2012 – PRESENT

HealthTree Foundation

- Supporting the rebranding and expansion of the foundation, overseeing website growth and securing millions in sponsorships.
- Lead digital marketing for **45 disease-focused community sites**, achieving high CTR through organic and paid search.
- Implemented efficient marketing tools and systems, contributing to the foundation's self-sustainability.

Global Digital Marketing & Web Analyst (*Contract*)

JUN 2011 – JAN 2012

Experian & Experian Consumer Direct

- Designed global digital marketing initiatives, driving SEO growth for a **\$12B organization**.
- Provided web analytics expertise across **40 countries**, analyzing data from eight B2C sites including FreeCreditScore.com.
- Developed and delivered global SEO training, ensuring consistent implementation across the organization.
- Conducted A/B testing and authored the **Digital Marketing Playbook** for global teams.

Marketing Manager — Mexico VC Firm (*Consultant*)

MAR 2011 – JUN 2011

Alta Ventures

- Developed a comprehensive digital strategy across web and social media platforms.
 - Secured top organic rankings for key terms like “**Mexico Venture Capital**” on Google and Bing.
 - Achieved consistent presence on Google.com.mx first page for “venture capital.”
 - Launched and promoted the inaugural MVCC through digital channels.
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Global Search Analyst — Biotech Merger (*Contract*)

MAR 2010 – FEB 2011

Life Technologies

- Led global SEO for a **\$12B eCommerce organization (50K SKUs)** and trained global marketing teams on best practices.
 - Increased rankings for **50 keywords by 276 positions**, achieving an average page-one rank of 5.25 (up from 12.75) and boosting CTR by 5.36%.
 - Conducted keyword analysis and optimized marketing pages for fifteen domains, driving traffic, revenue, and improved indexing.
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Digital Marketing Agency — Owner

NOV 2006 – PRESENT

OpenSite Studios

- Founded and operate a digital marketing agency, delivering strategic solutions to **over 125 clients**.
 - Leverage AI for data-driven insights and marketing automation to optimize content strategy and campaigns.
 - Recent projects: **TechBuzz News, IsoTalent, Obra App, Tilted Spray Co., Alta Labs**.
 - Past projects: Jott app, ClassTop (30M subs), Anaheim GardenWalk, Alta Innovation Institute.
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PORTFOLIO

Sophos — Writing Samples

How firewalls protect against ransomware attacks

sophos.com/cybersecurity-explained/how-firewalls...

Defend and respond: A ransomware survival guide

sophos.com/content/ransomware-survival-guide

Trusted, tested, recognized: Sophos awards & industry recognition

sophos.com/why-sophos/recognition...

Cisco — Content Creation

Cybersecurity Learning Portfolio (*112 pages*)

cisco.com/site/us/en/learn/topics...

Case Studies

Beyond the Sink – Tilted Spray Co.

loyal.work/beyond-the-sink

Playbooks

Customer Advocacy Program

loyal.work/Customer_Advocacy_Program.pptx

Agentic AI Level 1 – Foundations

loyal.work/Agentic_AI_Level_1_Foundations...

Agentic AI Level 2 – Builder

loyal.work/Agentic_AI_Level_2_Builder.pptx

Agentic AI Level 3 – Operator

loyal.work/Agentic_AI_Level_3_Operator.pptx

Agentic AI Level 4 – Strategist

loyal.work/Agentic_AI_Level_4_Strategist.p...

Vibe Coding Projects

NISI Launch – A Startup Community Plan

loyal.work/nisi_launch_nav_startup_hub

Nail It Then Scale It™ *(React on Github)*

nailthenscale.com

Big Idea Canvas *(React on Github)*

bigideacanvas.com

SKILLS

AI Agents & Tools

ChatGPT

Claude

ChatHub

Gemini

Copilot

Make.com

Figma Make

Content Workflow

AirOps

Agentic AI Authoring Workflows

Playbooks

Search Optimization

Scrunch AI

SEMrush

BrightEdge

Feedonomics

Google Search Console

Screaming Frog

MOZ

Ahrefs

Lumar

BrowserStack

BloomReach

Pay Per Click / View

Google Ads

Bing Ads

Facebook Video Ads

Digital Billboards

Web Analytics

Google Analytics

Adobe Analytics

GSC “SEO Big Data” in DOMO

Conversion Rate Optimization

Maxymiser

Test & Target

Ratings & Reviews

Bazaarvoice

G2

Gartner

PeerSpot

Google Reviews

CMS Deployment & Migration

Adobe Experience Manager

Webflow

ContentStack

CRM Applications

Keap Automated Marketing

Social Media Promotion

Facebook

Twitter

Instagram

LinkedIn

Web Development

Vibe Coding — Claude Code

Codex

Webflow

WordPress

HTML

Photoshop

Ghost

Web Project Management

Asana

Figma

Jira

Monday

WebEx

Zoom

MS Teams

Languages

English — Native

Spanish — Fluent

EDUCATION

Bachelor's in Communication, with Honors

University of Colorado at Denver

Graduated with Honors. Minored in Fine Art. Received UCHSC Scholarship.

TRAININGS & CERTIFICATIONS

Agentic AI Workflows	Adobe Summit (virtual) – 2025 & 2026, Liza Adams' AI Foundational Workshop at Sophos – 2025
Advanced SEO	Life Technologies and Cisco by Jessica Bowman; SEO In-House – 2010, 2012, 2017-2018
Advanced PPC & AdWords Certification	Bing Ads Conference 2015 · Bill Hunt at Cisco – Aug 2012 · Google PPC Campaign Optimization – Mar 2016
BrightEdge Certified Professional	Search Optimization Automation – Dec 2014 and June 2017
SMX West	Search Engine Marketing seminars – Mar 2014, Mar 2015, Virtual 2022 & 2023
IBM Management Center	Campaign scheduling and Commerce Composer – Oct 2013
CRM Marketing	Certified Professional for Infusionsoft automated marketing SMB CRM – Feb 2009

Web Analytics & SEM/SEO	Thomas A. Powell – UCSD Professor and development author – 2008
Adobe Analytics	Formerly SiteCatalyst – completed user training at Omniture University – June 2007
Supervision & Management	30 hours by Employers Group via St. Bernard Software – 2004