

COOPER BUCKLES

Local SEO Lead & SXO Specialist | AI Search (AEO/GEO) | Technical SEO | AI-Directed Automation (Python)
cooperbbuckles@gmail.com | Dallas-Fort Worth area, TX | Remote | cooperbbuckles.com

PROFESSIONAL SUMMARY

PSM I-certified Scrum Master and agile delivery lead who led a six-person cross-functional SEO team; now the product owner of a self-hosted AI operations platform built by directing AI coding agents.

EXPERIENCE

AI Systems Architect & Product Owner (independent project)

Jan 2026 – Present

Spike | an independent AI systems project, Remote

- Directed AI coding agents to design and build a self-hosted AI operations platform: web dashboard, local language-model services, voice-memo capture, backups and security tooling.
- Delivered 918 commits across 6 Git repositories in 7 weeks, each change held to an automated test suite of nearly 5,000 tests.
- Set the engineering rules the agents work under: verification standards, a mistake log that turns repeats into hard rules, and read-only audit agents.
- Deployed local language models (Ollama) on one 12 GB GPU behind a machine-wide lock, so AI work never slows the machine for anything else.
- Built a job-search pipeline: 9 job-board sources, fit scoring, fact-checked résumé tailoring and human approval before anything is sent.

Senior SEO Consultant & SEO Team Lead

Dec 2021 – September 2025

SearchLab Digital | Dallas TX (remote)

- Led a cross-functional SEO team of 6 as de facto Scrum Master: sprint planning, backlog refinement, standups, reviews, retrospectives and impediment removal.
- Ran technical SEO audits and content strategy for 13 client accounts of my own across law, auto, RV, jewelry and insurance.
- Managed site migrations and redesigns with outside developers so content and ranking keywords carried over.
- Ran an outside content service end to end: titles, topics and target keywords for commercial and informational searches.
- Coached developers, content writers and SEO consultants; promoted twice, to Senior SEO Consultant and SEO Team Lead.

Senior Advertising Administrator

July 2020 – Nov 2021

Self Opportunity Recruiting Agency | Lewisville TX

- Managed Google Ads and social campaigns reaching active and passive job seekers; tracked CTR, CPC and cost per applicant.
- Built and iterated landing pages and wrote ad copy; led hands-on onboarding on the campaign workflow.

CERTIFICATIONS & EDUCATION

Google Project Management Certificate (Coursera / Google)

Professional Scrum Master I (PSM I) — Scrum.org

Master of Arts — Strategic Communication & Digital Strategy, University of Oklahoma (Jan 2024 – Aug 2025)

Bachelor of Science — Digital Retailing, University of North Texas; Dean's Honor Roll (2020)

SKILLS

Digital & Analytics: AI search optimization (AEO/GEO), Local SEO, SXO (search experience optimization), SEO, Technical Audits, Adobe Creative Cloud, CRO, Google Analytics, Magento, PPC, Screaming Frog, SEMrush, UX/UI Optimization, WordPress

AI & Automation: AI-directed automation (Python), Local LLM Deployment, Technical Specification Writing, Test Automation Governance, AI Agent Orchestration, Ollama, Prompt Engineering

Agile & Scrum: Workflow Automation, Agile, Backlog Refinement, Daily Standups, Impediment Removal, Process Improvement, Retrospectives, Scrum, Servant Leadership, Sprint Planning, Sprint Reviews, Velocity Tracking

Collaboration & Tools: Asana, Confluence (Documentation, Knowledge Base), Google Workspace, Jira (Admin, Reporting, Dashboards), Microsoft Teams, Slack, Trello

Stakeholder & Leadership: Client Communication, Cross-functional Facilitation, Facilitation, Performance Reporting, Roadmap Alignment, Stakeholder Management, Strategic Planning, Team Mentoring

Systems & Security: Git, Linux Administration, Security Hardening, Tailscale, Windows Administration