

Piotr Bronikowski

SEO/GEO Lead

p.s.bronikowski@gmail.com | +48 664 727 837 | [Polish version](#)



Executive Summary

SEO/GEO Lead with 10+ years of experience scaling online projects and managing strategies. Expert in optimization for generative engines (LLM), AI monitoring, and technical SEO for platforms exceeding 1 billion indexed URLs. Successfully builds international visibility strategies and leads multicultural specialist teams. Distinguished by a strategic and analytical approach as well as process automation.

Professional experience

2024 – present

OLX Group — SEO/GEO Lead

- Designing and executing GEO (Generative Engine Optimization) strategies to maximize Share of Voice in language models (LLM).
- Managing information architecture and visibility strategy for the otomoto.pl and otodom.pl business lines across three European markets.
- Analyzing AI bot and agent logs to identify crawling patterns and optimize assets for LLMs.
- Prompt engineering & monitoring: designing and calibrating test queries for AI monitoring tools (Profound, Otterly.AI).

2022 – 2024

TechNest / themarcomengine.de — SEO Manager

- Led online marketing strategy for global BMW campaigns in 100+ markets.
- Built and optimized processes and managed an international team of senior SEO specialists.

2021 – 2024

Sportano.pl — Head of SEO & Content, Consultant

- Built SEO & Content strategy for the CEE region from the ground up.
- Rolled out product and tech structures that enabled sales across eight European markets within 12 months.
- Managed crawl budget and technical optimization for the e-commerce platform.

2018 – 2021

Domodi Group — Head of SEO Section

- Grew organic traffic by over 100% (from 3 million to 6.2 million monthly sessions).
 - Designed technical SEO architecture for Domodi.pl, Allani.pl, and Homebook.pl.
 - Hired, coached, and scaled a 10-person SEO & e-commerce team.
-

Earlier roles

- BusAbout — SEO Consultant (2017)
- Spy Shop — Marketing Coordinator (2014 – 2018)
- Helfy.pl — Marketing Manager (2013 – 2014)
- Joy Intermedia Agency — Product Manager (2011 – 2013)
- Rocket Media Agency — SEO Specialist (2010 – 2011)

Skills

Generative AI & GEO

LLM Visibility Strategy AI Bot Log Analysis Prompt Engineering Profound Otterly.AI

Technical SEO

Crawl Budget Optimization Architecture for >1B pages International SEO E-commerce SEO

Data & Automation

Python (Data Extraction) Web Analytics Custom Dashboards

Management

Team Building (10+ FTEs) Product Strategy Process Optimization

Education

Master's degree, University of Wrocław — Public Relations.