BRAYDEN BERMAN

Growth Marketing · SEO / AEO · Paid Social · Builds his own landing pages

Waterloo, ON · (647) 991-6006 · braydenb945@gmail.com · bberm.work · linkedin.com/in/brayden-berman-907437337 · carlens.ca

SUMMARY

Early-career marketer who builds the product, the landing page and the campaign. Launched CarLens.ca solo and ran its whole funnel: Meta ads, programmatic SEO, AEO for AI search, Klaviyo email and conversion fixes. Ships web changes himself with Claude Code and judges the work by what Search Console and GA4 show.

EXPERIENCE

CarLens — Founder, Product & Growth | carlens.ca · Waterloo, ON — **2025 – Present**

- Built and launched a free AI tool that turns a Canadian used-car listing into a pricing, risk and negotiation report. Own product, brand and go-to-market solo.
- Shipped **250+ programmatic make/model/year pages**; over 3 months, average Google position improved from **~26 to ~12** and monthly impressions grew **33%** (6.5K impressions across 699 queries).
- Wrote answer-first content for AI search; earned **415 impressions in Google AI features** (AI Overviews / AI Mode) in 3 months. Diagnosed a brand-name collision with a pro athlete that buried branded search, and refocused on long-tail Canadian queries.
- Ran Meta/Instagram ads on **~$1.5K** of spend: wrote copy, produced creative, and shifted budget between audiences based on results. One organic product video reached **160K views**.
- Removed the pre-scan account gate (the main signup drop-off), rebuilt the landing page around one paste-a-listing action, and built Klaviyo flows to activate new signups.

Freelance — SEO / AEO & Web Consultant | GTA home services · Remote — **2025 – Present**

- Sent **300+ personalized cold pitches** to GTA trades businesses, each with a custom landing-page mockup as the hook.
- Low response led me to prototype GetSurfaced, a free audit showing a business where it's missing from Google and AI answers, as a stronger opener.

Current Media — Web Designer & Content Producer | Waterloo, ON — **2025 – 2026**

- Designed and built the agency's website end to end: creative direction, visual identity, scroll animation and a mobile-first build.
- Set up a Sanity headless CMS so non-technical staff publish copy, work and case studies without a developer.
- Produced and edited 4 promotional videos for the site, social and client pitch decks in Adobe Premiere Pro.

Zauber International Leasing — Digital Marketing & Web Coordinator | Vaughan, ON — **2023 – 2025**

- Built and ran the WordPress site for a lead-generation automotive leasing and finance business.
- Coordinated 3 multi-platform campaigns with the sales team, tracking results and adjusting targeting to improve lead quality.
- Wrote the brand positioning, messaging and site copy that moved a referral-only business onto digital channels.

PROJECTS

Kijiji used-car listing dataset (in progress) — automated daily collection of Kijiji listings over a 30-day run to measure local pricing and spot recurring scam patterns; the data feeds CarLens content.

DTC Shopify store — product-page SEO, Meta ad creative and organic short-form video.

SKILLS

Marketing Meta Ads · Google Ads (Search) · SEO & programmatic SEO · AEO / GEO · Search Console · GA4 · Klaviyo · Landing-page CRO · Copywriting · Short-form video

Build Claude Code · HTML/CSS · WordPress · Shopify · Sanity CMS · Cloudflare · Adobe Premiere Pro

EDUCATION & CERTIFICATIONS

Conestoga College — Certificate, Advertising & Marketing Communications · Kitchener, ON — **June 2026**

Google Ads Search Certification · Google Analytics Certification — Google Skillshop — **Sept 2026**

HubSpot Inbound Marketing Certification — HubSpot Academy — **Oct 2026**