

Diyang Ma

SEO / GEO / Digital Marketing / AI Operations

Phone: +1 782-882-1370 | Email: flymdy@outlook.com | LinkedIn: <https://www.linkedin.com/in/diyang-ma/>

Portfolio: <https://dee-young.com> | Project: <https://maxuodshift.com>

Professional Summary

Marketing and SEO/GEO specialist with an MBA in Marketing and hands-on experience building search-led websites, content systems, and evidence-based AI workflows. As Co-Founder of MAXUOD Digital, primarily responsible for SEO, GEO/AEO, multilingual website content, localization, and search growth for its core product, Maxuod Shift, across English, French, Simplified Chinese, and Traditional Chinese. Supporting work includes human-reviewed SEO content workflows, AI-search visibility monitoring, and controlled brand-knowledge tools that turn research into practical product-growth actions.

Core Competencies

- SEO and Content Growth: Search intent, keyword and competitor research, content-gap analysis, information architecture, on-page and technical SEO, service pages, landing pages, content briefs, internal linking, and GSC review
- GEO/AEO and AI Visibility: Buyer-question sets, brand mention and recommendation monitoring, citation and source analysis, answer readiness, prompt sampling, and evidence-based optimization planning
- Digital Marketing and Web: WordPress, website planning, content production, email and social content, campaign support, presentations, and digital assets
- AI Workflows and Automation: Source-grounded retrieval, reviewed knowledge bases, structured outputs, safe fallbacks, human QA, report generation, API integrations, and task automation
- Tools: Semrush, Ahrefs, DataForSEO, Google Search Console, GA4, Bing Webmaster Tools, Screaming Frog, Firecrawl, Tavily, WordPress, Codex, and Claude Code

Professional Experience

MAXUOD Digital | Co-Founder / Maxuod Shift SEO and Growth Lead

Feb 2026 - Present | Canada / Remote | SaaS Product Growth, SEO/GEO and AI Operations

- Own SEO/GEO and multilingual website growth for Maxuod Shift across English, French, Simplified Chinese, and Traditional Chinese, covering search intent, keyword clusters, localization, competitor research, website architecture, and content planning for scheduling and multi-location workforce operations.
- Translate product capabilities and restaurant-management problems into service pages, feature pages, educational content, and community topics supported by page ownership, internal linking, and content clusters.
- Integrate GSC, DataForSEO, Semrush, Ahrefs, Firecrawl, and language models across keyword discovery, competitor and content-gap analysis, technical review, Content Briefs, human QA, and post-publication monitoring.
- Maintain an AI-search visibility evidence workflow for Maxuod Shift that records brand mentions, recommendations, citations, source links, and errors, then converts findings into website and content actions.
- Built supporting SEO content and knowledge-grounded engagement workflows with structured outputs, safe fallbacks, and human review to improve product communication and lead handling.
- Key achievement: Helped Maxuod Shift progress from zero paying customers to its first paying users within three months of focused product and growth work, while establishing a repeatable SEO/GEO foundation for continued acquisition.

Self-Employed | Freelance Digital Marketing and Web Design Specialist

Jan 2024 - Jan 2026 | Remote / Project-Based

- Created WordPress pages, landing-page structures, presentations, posters, social media assets, email content, and short-form video materials for small businesses and startups, including a freight business and a local flooring company.
- Turned client goals, audience needs, and value propositions into page structures, content themes, asset requirements, and iterative deliverables.
- Developed repeatable processes for requirements discovery, content planning, production, review, and delivery.

New Dawn Enterprises | Research Assistant

Apr 2022 - Sep 2022 | Canada

- Supported the CBRM Food Bank annual report through data collection, cleaning, classification, basic analysis, and source-material organization.
- Produced checked, structured information for team analysis, review, and final report presentation.

Guizhou Weimei Food Industry Co., Ltd. | Marketing Specialist

Aug 2018 - Apr 2020 | China

- Supported brand promotion, product launches, campaigns, market and competitor research, promotional content, and sales-support materials.
- Organized market information and produced practical references for regional promotions and campaign execution.

Selected Projects

- Maxuod Shift SEO/GEO and Content Growth: <https://maxuodshift.com>. Core product work covering search intent, keyword clusters, competitor research, website architecture, localized service and educational content, internal linking, and GSC review across English, French, Simplified Chinese, and Traditional Chinese.
- AI Search Visibility Audit and Evidence Monitoring: Supporting GEO workflow for Maxuod Shift that uses fixed buyer questions and versioned observations to record mentions, recommendations, citations, source links, and errors, then converts findings into website and content actions.
- Knowledge-Grounded Brand Engagement Workflow: Controlled product and brand Q&A built around reviewed information, structured responses, safe no-match fallbacks, and human review to support product communication and lead handling.

Additional Experience

- Peking University Binhai Hospital | Clinical Medical Intern | Dec 2016 - May 2018 | China
- Canadian Red Cross | Health Equipment Loan Program Volunteer | Feb 2025 - Jul 2025 | Canada

Education

- Cape Breton University | Master of Business Administration, Marketing | Jun 2021 - Nov 2023 | Canada
- Tianjin Medical University Clinical Medical College | Bachelor of Clinical Medicine | Sep 2013 - Jun 2018 | China

Languages

- Chinese: Native | English: Professional working proficiency for industry research, website content, and cross-cultural communication