Aseem Kishore

Content Strategy, SEO/AEO & Editorial Operations Leader

Digital Publishing & Audience Growth | AI & Product Builder
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SUMMARY

For nearly two decades I have built and operated technology publications, led distributed teams of writers/editors, grown audiences to about 7–8 million monthly pageviews at peak and developed the editorial systems that make quality content scalable. Today I also build AI-assisted workflows and SaaS products at the intersection of content, technology and business.

SELECTED RESULTS

- **Since 2007** — Building and operating digital publications.
- **~7–8M** — Monthly pageviews across the portfolio at its peak (approximate).
- **Up to 35** — Writers/editors recruited and managed at peak.
- **6,000+** — Articles across the network, including 3,000+ I wrote myself.
- **5** — Major technology publications built and operated.

EXPERIENCE

Head of Content & SEO, AK Internet Consulting

May 2010 – Present · Clarksville, Maryland (publishing activity began in 2007; company established in 2009)

- Built and operated five technology publications: Online Tech Tips, Help Desk Geek, Switching to Mac, The Back Room Tech and Xbox Advisor.
- Reached approximately 7–8 million monthly pageviews across the network at its peak.
- Recruited and led a distributed team of up to 35 writers/editors.
- Oversaw a network library of 6,000+ articles and wrote more than 3,000 of them.
- Directed editorial strategy, calendars, standards, contributor workflows, editing and quality control.
- Used SEO, audience behavior, content performance and revenue data across Google Search Console (GSC), GA4, Ahrefs, Semrush, Screaming Frog and Bing Webmaster Tools to guide investment and iteration.
- Developed monetization involving advertising, affiliate relationships and audience growth.
- Managed WordPress infrastructure supporting high-traffic websites and introduced AI-assisted workflows.

Founder, PositionTracker

September 2025 – Present · Clarksville, Maryland

- Direct, design and iterate on a SaaS dashboard for organizing and analyzing stock and options positions.
- Product concept, user workflows, interface, financial data, Clerk, Neon Postgres, Stripe, Vercel and GitHub-based release habits.
- Use AI coding agents to accelerate implementation while remaining responsible for product decisions, review and quality.

Founder and Editor-in-Chief, Online Tech Tips

March 2007 – Present

- Started the flagship publication while working in IT; moved to full-time operation in 2010.
- Set the editorial point of view and later the contributor system that scaled beyond a single author.

Programmer, Systems Analyst and Business Analyst, Orchid Cellmark

June 2008 – April 2010 · Dallas, Texas

Network Administrator; Programmer and Systems Analyst, ReliaGene Technologies

October 2003 – May 2008 · New Orleans, Louisiana

Earlier work included programming, network administration, systems analysis, business analysis and IT support.

EDUCATION

Emory University — B.S. in Computer Science with a minor in Mathematics

SELECTED WRITING

- Getting Started with GLM-5 — The Back Room Tech (2026)
- How to Enable or Disable the AI Agent in the Windows 11 Taskbar — Help Desk Geek (2026)
- Ubuntu 26.04 Software Installation Guide — The Back Room Tech (2026)
- Which Search Engine Returns the Most Alarming Results? — Online Tech Tips (2022)
- Focus Modes vs Do Not Disturb — Switching to Mac (2026)

SKILLS

Leadership: content and editorial leadership; distributed-team management; writer/editor management; mentorship.

Content: strategy, calendars, briefs, editing, governance, audits, lifecycle.

Growth: SEO, search intent, Google Search Console (GSC), GA4, Ahrefs, Semrush, Screaming Frog, Bing Webmaster Tools, analytics, distribution, monetization.

AI: content workflows, research, prompt design, coding agents, AEO/GEO.

Product: WordPress, JavaScript, HTML, CSS, APIs, Vercel, Neon, Clerk, Stripe, GitHub.