

LINDSAY SIMONS

SUMMARY

Digital Content Manager with 9+ years of experience in SEO, AI Search Optimization, and health care content strategy. Increased search visibility through AI-optimized experiences and fostered strong collaboration among cross-functional teams. Skilled in content governance, copywriting, UX design, CMS-back-end coding, and optimization analytics.

PROFESSIONAL EXPERIENCE

SEO Digital Content Manager

Aetna | Hartford, CT | May 2025 - Current

- Led SEO and AI search optimization strategy for Aetna Medicare website.
- Managed analytics research, content creation, and topic ideation for Aetna's first 10 AEO and SEO-optimized Medicare pages in 2026.
- This strategic oversight achieved a 20-point increase in eligibility visibility and 16.9-point rise in affordability categories in AI-visibility by mid-year.
- Page contributions to note: Medicare vs. Medicaid, Chronic Conditions, and Care Management pages.
- Owned content lifecycle from AI opportunity identification to UX writing governance.
- From 2025-2026, secured over 30 Medicare SEO/AEO new content topic opportunities with gap analysis.

UX Design Advisor

Cigna | Bloomfield, CT | December 2023 - May 2025

- Developed UX content strategy to enhance user engagement across all lines of business in the public and authenticated healthcare web experiences.
- Redesigned 300+ enterprise pages in TeamSite CMS to improve user experience and navigation.
- Helped implement Cigna's digital and mobile-first best practices microsite to ensure compliance, usability, and consistent content messaging best practice across all lines of business on the public and portal site.

Agile Product Management Lead Analyst

Cigna | January 2019 - January 2024

- Executed 1,051 enterprise intakes to enhance project delivery and stakeholder engagement.
- Co-authored Digital Content Standards to ensure consistency and quality across digital platforms.
- Facilitated Agile delivery, governance, and experimentation to drive iterative development and team collaboration.
- Analyzed healthcare data to identify trends and support decision-making processes.

Digital Content Specialist

Cigna | Bloomfield, Connecticut | January 2018 - January 2019

- Enhanced myCigna and Cigna.com across all lines of business for content creation, SEO, accessibility, and usability, improving user experience and search

CONTACT

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SKILLS

- Copywriting
- Content creation
- Topic ideation
- SEO analytics
- UX writing
- Digital best practices
- Content strategy
- AI search optimization (Brandlight, WriterAI)
- Content design
- Structured content development
- Digital project management
- Agile methodologies
- JIRA project management
- SEO tools expertise (SEMrush, BrightEdge)
- Google Analytics 4 (GA4) proficiency
- Adobe Analytics skills
- Accessibility compliance (WCAG)
- Stakeholder collaboration
- Content management

EDUCATION

M.A.

Digital Communications & Media Studies
University of Hartford

B.A.

Psychology
University of Connecticut



visibility.

- Developed engaging digital content for healthcare products and services.
- Collaborated with cross-functional teams to ensure content alignment with brand guidelines.

Strategic Proposal Consultant

Aetna | January 2016 - January 2018

- Coordinated 12 simultaneous enterprise RFPs to ensure timely and accurate submission.
- Analyzed client needs to develop tailored health solutions and services.
- Managed project timelines and resources to ensure timely deliverables for clients.