

Kayla Gorkin

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Content and editorial leader with 10+ years of experience building high-performing content strategies, scaling global editorial operations, and driving measurable audience and revenue growth. Proven track record leading teams of 150+ contributors, overseeing portfolios of 3,000 articles per month, and improving revenue per article by 27% YoY. Combines editorial judgment, SEO/AEO expertise, operational rigor, and AI-enabled workflows to turn content into a scalable business-growth engine.

Experience

Senior Content Manager, LearnLux | September 2025 - Present

- Own end-to-end content strategy and editorial operations for LearnLux's B2B financial wellbeing SaaS platform, leading global content governance, localization, lifecycle management, and editorial quality across 100+ financial markets
- Lead LearnLux's Answer Engine Optimization (AEO) strategy, helping grow LLM visibility so that 27% of targeted queries earn at least one citation across platforms including ChatGPT, Google AI Overviews, Perplexity, Gemini, Microsoft Copilot, and Claude within a three-month period
- Launched a global financial wellbeing AEO initiative focused on country-specific financial climates, developing localized pillar content designed to build authority and increase visibility across AI-powered search and answer engines
- Directed the expansion of LearnLux's financial wellbeing platform into 44 net-new international markets, partnering cross-functionally to operationalize scalable content systems, localization workflows, and country-specific financial and regulatory considerations
- Drove a 32% increase in financial lesson pageviews within three months by partnering with Product, Client Success, and Engagement teams to improve in-app content experiences, member communications, and content discoverability
- Manage and mentor a distributed team of 5 global content strategists while building AI-powered editorial systems that evaluate financial education for geographic accuracy, regulatory considerations, and localization needs at scale

Founder & Principal Consultant, Red Penn LLC

May 2025 - Present

- Founded an independent content strategy consultancy and generated approximately \$30K in business within the first three months
- Advised B2B and B2C digital publishers on editorial growth, content portfolio optimization, Google Discover, SEO, contributor strategy, and revenue-per-article performance
- Translated traffic, revenue, search, and content-performance data into actionable editorial roadmaps designed to improve organic growth and portfolio profitability

Editorial Director, The Motley Fool | January 2024–April 2025

- Led the content production of 3,000 articles per month across all financial market sectors on Fool.com with strong focus on targeting qualified prospects for premium investing services across all stages of the prospect journey (full-funnel)
- Propelled a constantly evolving content strategy, contingent on market conditions, reader interest, conversion opportunities, and overarching company OKRs
- Drove a 27% increase in revenue per article YoY, as well as a 24% increase in sessions per article YoY
- Optimized content strategy across all distribution platforms, from organic search & Google Discover, to referral partners like MSN, Yahoo Finance, and Apple News
- Leveraged AI tools such as Perplexity and Anthropic to research and develop new content types and coverage areas
- Led eight full-time editorial leaders and an extended network of 150+ freelance contributors, using strengths-based management, consistent feedback, and development opportunities to improve editorial quality and team performance.

Content Strategy Manager, The Motley Fool | November 2021–January 2024

SEO & Editorial Strategist, Millionacres, A Motley Fool Company | December 2019–November 2021

SEO Coordinator, The Tour Guy

June 2018 - December 2019

- Managed SEO content strategy and production, overseeing a team of six contributors and developing conversion-focused content aligned with audience needs, search opportunities, and business goals.
- Improved organic visibility by optimizing website content using keyword research, performance data, information architecture, and SEO best practices.

Core Competencies:

SEO / AEO: Google Search Console, GA4, Ahrefs, BrightEdge, RankRanger, Semrush, Moz

Content Operations: Airtable, Jira, Confluence, WordPress, Wagtail, Squarespace, Superhuman

AI Tools: ChatGPT, Claude, Perplexity, AI Studio

Design: Canva, Figma

Data: Tableau, Snowflake, Excel/Google Sheets, Pendo, Metabase

Education:

University of Maryland, College Park: B.A. in Communications, Minor in Creative Writing

Nielsen Norman Group: UX Design Certificate