

Hans Al Koch (HAK)

Curriculum Vitae · Director of Search Marketing | Ai Enablement & Agentic Systems | SEO, Paid Media, Growth Marketing
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PROFESSIONAL SUMMARY

Director of Search Marketing building Ai enablement and agentic systems. 27+ years in digital. 14 years as Director and CMO of Iceberg Media — SEO, paid media, ORM, and technical ops across 145+ domains. Since late 2025: designing multi-step agents that research, score, prioritize, and execute (private beta and live demos). Stack-agnostic — ship on whatever the team already runs. Early open-source agent tooling adopter; organizer of the OpenClaw Cebu community.

Open to remote, hybrid, or relocate (US). Based in San Luis Obispo, CA. US work authorization.

PROFESSIONAL EXPERIENCE

Director of Search Marketing & CMO | Iceberg Media

Nov 2012 – Present · Manchester, UK / Remote (US ops)

- 14 years directing SEO, paid media, ORM, and local search for healthcare, legal, financial, and home services
- Built company from startup to 10+ staff across US, UK, and Philippines
- 145+ domains and 160 Google Business Profiles; £10K+/month average client budgets
- Leading the pivot from agency search delivery into Ai enablement and agentic workflow systems
- Spoke at 12+ industry events including SEMCON, WordCamp Philippines, National Defense College of the Philippines

Founder, Ai Enablement & Agentic Systems | OpenRoyleAI.com / Larga

Dec 2025 – Present · San Luis Obispo, CA

- Design multi-step agents that research, score, prioritize, and execute marketing and ops workflows
- Private beta and demo systems with persistent memory and multi-node coordination — stack-agnostic by design
- Teaching practical Ai to college students via Larga — teach → productize → place loop
- Building Alfred.report!, Open Careers, and ThanksU.org
- Help organizations adopt agentic Ai on the tools they already use

Head of Digital Strategy (Consulting) | Ajaxx Restoration / First Response Restoration

May 2020 – June 2024 · Remote (US)

- Secured two US water restoration company contracts for SEO and digital marketing
- Managed \$800–\$3,500/month per client depending on locations, ad spend, and season
- Remote team leadership across international time zones (US/UK/PH)

President of Search Marketing | Click Eleven

Sep 2008 – Feb 2012 · San Jose, CA

- Generated multinational revenue across 3 search products: SEO, ORM, and PPC
- Managed Google Ads MCC account for enterprise clients
- Speaking: WordCamp Philippines 2010, SEMCON Philippines 2008

BPO Country Manager — Philippines | Dyomo.com / TrafficSupport.net

May 2007 – Aug 2011 · Philippines

- Managed SEO, call center, and admin operations across US/India/Philippines
- Oversaw 6 sub-brands with 95 staff across development, support, and sales
- Built custom LMS delivering 300+ hours of online OJT training
- Designed Metro Manila college OJT track (750+ graduation hours) with school MOAs; placed graduates into first jobs

Co-Founder & Search Architect | syndeo::media

Sep 2006 – Sep 2008 · Philippines

- Managed SEO, ORM, and PPC campaigns for clients including Nike Women PH
- Invited by National Defense College of Philippines to teach 3-day seminar on Web 2.0, SEO, Ruby on Rails

PPC Product Marketing Manager | WhosClickingWho.com

Feb 2005 – Oct 2006 · US

- Click fraud detection product rollout — PPC Auditor
- Work mentioned in Wired Magazine and BBC

Owner | MadTown Design

1997 – 2001 · US

- First web design company. Built websites for local businesses
- Early outsourcing to Ukraine and India
- Won design award for agency website in 1999

CORE SKILLS

Ai & Automation: Autonomous agent architecture · Prompt engineering · LLM orchestration · Ai adoption strategy · Intelligent workflow automation

Search / Paid / Growth: SEO · AEO · GEO · Organic search · Google Analytics · Google Ads · Microsoft Advertising · Facebook Ads · GBP

Cloud / Engineering: Cloudflare Workers · D1 · KV · TypeScript · JavaScript · Python · GitHub Actions · Linux

PROJECTS

- OpenRoyleAI.com — Ai project umbrella: multi-step agents, Ai enablement workflows
- Alfred.report! — Autonomous assistant + signal engine
- Open Careers — find, score, research, packet, apply loop
- ThanksU.org — Review generation platform for SMBs
- Messagewith.me — Open-source form submission on Cloudflare
- IcebergSites — Automated local SEO site deployment

SPEAKING (selected)

- 2011 — 5th SEMCON — "Searching For Deals: How Group Buying Harnesses Search"
- 2010 — WordCamp Philippines — "WPPlugins Must-Haves"
- 2009 — SEMCON — "Business Models for Social Network Sites"
- 2008 — SEMCON Philippines — "Search Arbitrage Monetizing Tier 2 PPC Search Traffic"
- 2006 — National Defense College of the Philippines — 3-day Web 2.0 / SEO / Rails seminar

EDUCATION

- San José State University — Business Administration (2002–2004)
- De Anza College (2004–2005)
- DeVry University — Computer Science (2001–2003)