

AEO and GEO Marketing Manager

 Office locations
Toronto, or Chicago

 Remote locations
Remote in United States, or Canada

 Team
Marketing

 Job type
Full time

Apply for this role

Who we are

About Stripe

Stripe is a financial infrastructure platform for businesses. Millions of companies—from the world’s largest enterprises to the most ambitious startups—use Stripe to accept payments, grow their revenue, and accelerate new business opportunities. Our mission is to increase the GDP of the internet, and we have a staggering amount of work ahead. That means you have an unprecedented opportunity to put the global economy within everyone’s reach while doing the most important work of your career.

About the team

Growth Marketing is a team of performance-driven marketers and channel specialists. We partner closely with growth, creative, analytics, and regional marketing to drive revenue through self-serve and sales motions. We work globally, across all Stripe offerings and with all company segments - from startups to the largest enterprises.

In this role, you'd be joining a global, cross-functional team dedicated to testing and scaling cutting-edge acquisition channels

Our team helps Stripe increase the GDP of the internet by ensuring our web presence is perfectly optimized for the next generation of artificial intelligence and search technologies

What you'll do

Stripe is seeking an AEO and GEO Marketing Manager to lead the channel. This individual will play a critical role in growing new user acquisition from platforms including ChatGPT, Perplexity, and Google AI Overviews. The scope of the role includes Generative Engine Optimization (GEO), also known as Answer Engine Optimization (AEO) or Large Language Model (LLM) Search Optimization, improving AI agent experience, and integrating AI capabilities to improve the performance and efficiency of search and answer engine channels.

This individual will spearhead efforts by developing and executing a roadmap of activities and experiments to improve answer engine performance. They will have the opportunity to work closely with cross-functional partners including Growth Marketing, Content Marketing, Engineering, and Analytics at Stripe.

Responsibilities

Lead the growth and user acquisition strategy for the Answer Engine Optimization channel

Optimize Stripe.com so artificial intelligence agents can efficiently access and take action on behalf of users

Spearhead the development and integration of artificial intelligence capabilities to improve the efficiency of search and answer engine channels

Deliver regular reports and updates on channel performance to track progress and identify new opportunities

Partner with content, engineering, and data analytics teams to build a comprehensive testing roadmap

Who you are

We're looking for someone who meets the minimum requirements to be considered for the role. If you meet these requirements, you are encouraged to apply. The preferred qualifications are a bonus, not a requirement. The preferred qualifications are a bonus, not a requirement.

Minimum requirements

5+ years of experience creating and executing search engine optimization strategies, with direct experience with answer engine optimization and generative engine optimization

Proven technical experience making websites SEO and AEO-friendly

Experience analyzing data and in dashboards and reporting software such as Tableau, Looker, Adobe Analytics, or Google Analytics to drive growth decisions

Experience applying user intent analysis to prioritize actions that deliver measurable outcomes

Proven ability to take initiative, independently problem-solve, and drive tasks to completion

Experience leading project roadmaps across cross-functional stakeholders, including engineering and content teams

Preferred qualifications

Experience or familiarity with Natural Language Processing (NLP), vector search, and Retrieval-Augmented Generation (RAG)

Experience managing search optimization in-house for business-to-business (B2B) software-as-a-service (SaaS) companies

Experience working within the fintech, payments, billing, accounting, or startup industries

Experience writing SQL queries to extract and gather data independently

Bachelor's degree or 4 years of additional relevant professional experience

Hybrid work at Stripe

This role is available either in an office or a remote location (35+ miles or 56+ km from a Stripe office).

In-office expectations

Office-assigned Stripes spend at least 50% of the time in a given month in their local office or with users. This hits a balance between bringing people together for in-person collaboration and learning from each other, while supporting flexibility about how to do this in a way that makes sense for individuals and their teams.

Working remotely at Stripe

A remote location is defined as being 35 miles (56 kilometers) or more from one of our offices. While you would be welcome to come into the office for team/business meetings, on-sites, meet-ups, and events, our expectation is you would regularly work from home rather than a Stripe office. Stripe does not cover the cost of relocating to a remote location. We encourage you to apply for roles that match the location where you currently live or plan to live.

Pay and benefits

The annual US base salary range for this role is \$143,400 - \$215,200. For sales roles, the range provided is the role's On Target Earnings ("OTE") range, meaning that the range includes both the sales commissions/sales bonuses target and annual base salary for the role. This salary range may be inclusive of several career levels at Stripe and will be narrowed during the interview process based on a number of factors, including the candidate's experience, qualifications, and location.

Applicants interested in this role and who are not located in the US may request the annual salary range for their location during the interview process.

Additional benefits for this role may include: equity, company bonus or sales commissions/bonuses; 401(k) plan; medical, dental, and vision benefits; and wellness stipends.

Please find our California applicant personal information notice [here](#).

The application window will remain open for 100 days after the Job Post is published. However, this opportunity will remain open based on the needs of the business, which may cause the application window to close before or after the 100-day mark.

We look forward to hearing from you

At Stripe, we're looking for people with passion, grit, and integrity. You're encouraged to apply even if your experience doesn't precisely match the job description. Your skills and passion will stand out—and set you apart—especially if your career has taken some extraordinary twists and turns. At Stripe, we welcome diverse perspectives and people who think rigorously and aren't afraid to challenge assumptions. Join us.

Apply Now

stripe

📍 United States
(English)

Products & pricing

Pricing
Atlas
Authorization Boost
Billing
Capital

Solutions

Enterprises
Startups
Agentic commerce
Crypto
Ecommerce

Resources

Guides
Customer stories
Blog
Community
Sessions annual conference

Checkout	Embedded finance	Privacy & terms
Climate	Finance automation	Prohibited & restricted businesses
Connect	Global businesses	Licenses
Crypto	In-app payments	Sitemap
Data Pipeline	Marketplaces	Cookie settings
Elements	Platforms	Your privacy choices
Financial Connections	SaaS	Coverage
Identity	AI companies	transparency
Invoicing	Creator economy	More resources
Issuing	Gaming	
Link	Hospitality, travel, and leisure	Company
Managed Payments	Insurance	Product roadmap
Payment links	Media and entertainment	Jobs
Payments	Nonprofits	Newsroom
Payouts	Professional services	Stripe Press
Radar	Public sector	Contact sales
Revenue Recognition	Retail	
Stripe Sigma	Integrations & custom solutions	Support
Tax	Stripe App	Get support
Terminal	Marketplace	Managed support plans
Treasury	Stripe Partner ecosystem	CA residents: +1 888 926 2289
	Professional services	Sign in >
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