

< Confidential — prepared for Alex Iltchev

Alex Iltchev

AI & Digital Marketing — Personal Brand Scorecard & Road to DigiMarCon Vegas



June 14, 2026

BRAND SCORE TODAY

34 → 85

out of 100 · target by November 2026

Advisor: Dennis Yu · dennisyu.com/alex-iltchev

The talent is built. The brand hasn't caught up — yet.

Alex Iltchev is a 2024 Case Western graduate and Digital Marketing Coordinator at Health Action Council who already practices the disciplines most marketers are only now scrambling to learn: technical SEO, **generative engine optimization**, analytics, paid media and design. Yet almost none of that shows up when someone searches his name.

The one-line verdict

Alex scores **34/100** today — not because the foundation is weak (it's a 9/10), but because the **owned, public, searchable brand barely exists**. With a focused 90-day build, **85/100** by his DigiMarCon World keynote in November is realistic.

9/10

Professional foundation

0

Original posts published

0

Knowledge Panel / video /
podcast

667

LinkedIn followers

WHAT THIS DOCUMENT COVERS

- A 10-dimension brand scorecard with today's number and the November target
- What's already strong — and the five gaps holding the brand back
- Search, LinkedIn, content, video and podcast audits with specific fixes
- A week-by-week roadmap from June to the DigiMarCon World stage in Las Vegas

Private working document prepared with Alex's advisor, Dennis Yu. Not for public distribution.

THE SCORECARD

34 today → 85 by November.

Ten dimensions of a modern personal brand. The dark bar is where Alex is now; the light bar is the November target.

DIMENSION		NOW	GOAL
Entity home / owned website		2	9
Google Knowledge Panel		0	7
Search presence ("Alex Iltchev")		3	8
LinkedIn profile		6	9
Original content / thought leadership		2	8
Video / YouTube		0	8
Podcast		0	8
Social proof & speaking		5	9
Professional foundation		9	10
Brand consistency & identity		7	9
TOTAL		34	85

HOW TO READ THIS

Five dimensions sit at 0–2 — entity home, Knowledge Panel, original content, video and podcast. These are exactly the assets that turn a skilled employee into a recognized authority. They're also the fastest to move, because Alex already has the raw material; it just isn't published or packaged yet.

A rare, credible base.

A dual degree at the exact intersection of the decade

BA in Economics **and** Nutritional Biochemistry & Metabolism (Case Western, 2024). The business-meets-health crossover is precisely where AI is about to create the most value — and almost no marketer can claim it.

He already does the hard, modern work

As Digital Marketing Coordinator he runs three organizational websites end-to-end: on-page/technical SEO, **GEO (generative engine optimization)**, schema, Google Analytics, Search Console, Google Ads, and Salesforce + Linvio event integration.

Nine-plus years of design firepower

Photoshop, Illustrator, InDesign, Cinema 4D and Maxon Redshift — he can produce broadcast-quality visuals and 3D renders in-house, a force-multiplier for content and brand.

Results, not just responsibilities

Internship track record with real numbers (below), plus Google Analytics certification, PMI Product Marketing Foundations and Dean's Honors.

+35%

Organic traffic (Protochol)

+42%

Website sessions
(Protochol)

+12%

Conversion rate
(Protochol)

+64%

Brand recognition
(RippleMatch)

Bottom line: this is not a beginner who needs to build skills. It's a practitioner who needs to **publish** them.

Five fixable gaps.

1 No live entity home

Alex's own LinkedIn banner already brands **alexiltchev.com** — but it's parked, not pointed at a live site. There is no owned hub that Google, AI engines or a new contact can land on.

2 No entity in the Knowledge Graph

No Google Knowledge Panel, no Wikidata, no structured "this is who Alex Iltchev is." Search engines and LLMs have nothing authoritative to cite.

3 A consumer of thought leadership, not yet a producer

His LinkedIn activity is almost entirely **reposts** of SEO/AI voices (Diggity, Maltseva, Stockebrand) — strong taste, zero original posts. The insight is in his head, not on the record.

4 An outdated public bio

His LinkedIn "About" still opens "I am a fourth-year student..." — two years and a full-time role out of date. The story undersells the operator he's become.

5 No video and no podcast

No YouTube presence and no show. For a dialogue-first communicator who is sharp on camera, this is the single highest-leverage missing channel before November.

What the internet says about "Alex Iltchev".

Today a search returns his LinkedIn profile and his Health Action Council staff bio — and not much else. There is no owned property he controls ranking on page one, and a similarly-named venture investor muddies the entity.

Current state

- LinkedIn + employer bio rank; no personal site
- No Knowledge Panel / no Wikidata entity
- Name collision with a VC (Villi Iltchev)
- No schema "Person" markup he controls

The fix

- Stand up alexiltchev.com as the canonical home
- Person schema + sameAs across every profile
- Consistent name, headshot & bio everywhere
- Interlinked content so Google sees an entity

DOMAIN CHECK

The exact-match **alexiltchev.com** is already registered — it's parked, and his LinkedIn banner brands it, so it is almost certainly already his. Step one is to **confirm Alex controls it** and point it at the hub. The matched extensions are still open if he wants the set:

alexiltchev.com · registered (parked)

alexiltchev.ai · available

alexiltchev.co · available

A working preview of the entity home is already live at dennisyu.com/alex-iltchev — the model to port onto his own domain.

His strongest asset, running at half power.

LinkedIn is where Alex already has an audience (500+ connections, 667 followers) and a complete work history. Three changes turn it from a résumé into a brand engine.

1 Rewrite the "About"

Replace the student-era opener with an operator's positioning: AI & digital-marketing strategist working at the seam of marketing and health. Lead with outcomes and point of view, not coursework.

2 Turn reposts into original posts

He already curates the best SEO/GEO/AI content. The next step is a weekly original take — same topics, his voice, his examples from running real sites. Two to three posts a week.

3 Add a featured section & CTA

Pin the entity home, the podcast (once live) and his DigiMarCon talk. Give every profile visitor somewhere to go.

667

Followers today

0

Original posts

2-3/wk

Target cadence

The fastest way to become known: publish the conversation.

Thought leadership

Pick three lanes Alex genuinely owns — **AI agents in marketing**, **generative engine optimization**, and **AI in healthcare**. One cornerstone piece each, then a steady drip of short posts and clips around them.

YouTube

Start the channel now, even small. Every podcast episode, talk and walkthrough becomes long-form video plus shorts. Subscribers are not the point in 2026 — a searchable, citable body of work is.

Podcast — the keystone move

Alex is a dialogue-first communicator who would rather interview than present. A podcast converts that strength into a relationship-and-authority machine: interview leaders in marketing and health, publish to YouTube + audio, repurpose into articles and clips.

WHY THE PODCAST COMES FIRST

It manufactures three things at once — content, credibility and **connections**. By the time Alex reaches Las Vegas, the people he wants to meet have already been guests. The keynote becomes a reunion, not an introduction.

Own the seam: AI × marketing × health.

Most AI-marketing voices are generalists. Alex's degree, his employer and his curiosity let him credibly stand where almost no one else can — the intersection of artificial intelligence, marketing and human health.

Public brand

The AI & marketing strategist and operator who explains, on the record, how small teams use AI agents to out-execute big ones — with a healthcare lens.

The engine behind it

His private venture stays private until the timing is right. The personal brand is built so the two snap together cleanly when he chooses to reveal it.

MESSAGING SPINE

"I turn AI from a buzzword into a working system — for brands that want to be found in the age of answer engines." Everything (site, posts, podcast, keynote) should ladder up to that sentence.

Confidential: the agency venture is intentionally kept out of all public assets at this stage, per Alex's and Dennis's direction.

The road to Vegas.

JUNE · NOW

Foundation

Confirm and point alexiltchev.com (his parked domain); port the entity home onto it. Rewrite the LinkedIn About and refresh the headshot/bio system everywhere.

JULY

Find the voice

Publish the first cornerstone article and start the 2–3x/week original-post cadence. Name the podcast and lock the format (interview, no slides).

AUGUST

Launch the show

Record and ship the first podcast episodes. Stand up YouTube. Repurpose every episode into clips + articles. Begin Knowledge-Graph groundwork.

SEPTEMBER

Build the room

Interview leaders in marketing and health (warm intros via advisor). Start pre-conference content: "who I want to meet in Vegas." Lock travel.

OCTOBER

Shape the keynote

Build the real-example talk; rehearse the dialogue. Pre-promote to the exact people you want in the seats.

NOV 4–6

The crowning

DigiMarCon World, Luxor, Las Vegas. Walk on stage already known — the unveiling happened months ago.

Make the keynote a reunion.

The event

November 4–6, 2026

Luxor Hotel & Casino, Las Vegas

The flagship DigiMarCon — the digital-marketing & AI industry's annual gathering.

Primary goal

Not applause — **high-value conversations** that become high-value connections. Showcase expertise; meet the people deep in marketing & AI.

Format that fits Alex

A live, no-slides talk — or an on-stage interview hosted by Dennis. Teach from real examples; let the dialogue carry the insight.

Pre-work that makes it land

Months of podcast episodes and posts so the audience already knows the name. Arrive a day or two early; build relationships off-stage too.

ADVISOR LEVERAGE

Dennis can open warm introductions across marketing and healthcare — the difference between "who's this Alex?" and "I've been wanting to meet you."

How this gets built — fast.

Alex isn't doing this alone. The same engine that built personal-brand homes for 160+ operators is behind this plan, guided by advisor Dennis Yu.

Entity-home platform

A managed system for personal-brand sites and the AI agents that keep them fed — grabbing mentions, repurposing content and updating the site automatically.

The Dollar-a-Day method

Boost the best content with tiny, targeted spend so the right people see it — compounding reach without a big budget.

A network of operators

Young founders running the same playbook across different verticals, sharing agents and wins — and warm introductions to leaders in marketing and health.

ADVISOR

Dennis Yu — search & social pioneer, builder of personal brands, and Alex's advisor for the road to Vegas and beyond.

Five moves to make this week.

- **Confirm alexiltchev.com is under Alex's control** and point it at the hub (grab alexiltchev.ai if he wants the set).
- **Approve the entity-home preview** at dennisyu.com/alex-iltchev and port it to the new domain.
- **Rewrite the LinkedIn "About"** from "fourth-year student" to "AI & marketing strategist."
- **Name the podcast** and list the first five dream guests in marketing & health.
- **Publish one original post** — your real take on a topic you already repost.

The whole point

November isn't the unveiling of Alex Iltchev. Done right, it's the **crowning** — the moment a brand that's been compounding since June steps into the room it already owns.

LSS / Local Service Spotlight

Prepared for Alex Iltchev · Advisor: Dennis Yu · June 14, 2026