



Jason Hewett

SEO Specialist | Content Strategist | Copywriter

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A decorated SEO Strategist and creative professional who wields cutting-edge digital tools and a natural aptitude for SEO copywriting to enhance the visibility of a diverse range of products and stories. Highly adept at harmonizing the vision of cross-functional creative teams to bring to life compelling stories on behalf of brands across the mediums of blog posts, videos, podcasts, and social media.

SKILLS

Languages: English (Native) | Spanish (Fluent) | Portuguese (Conversational)

Interpersonal: Cross-Functional Leadership | Remote Team Management | Public Speaking | Account Management | Client Service | Conflict Resolution | Cross-Cultural Communication

Expertise: SEO | B2B & B2C Writing | Editing | Content Curation & Production | Content Management | CRM Tools | Keyword Research | Landing Page Optimization | Brand Strategy | Podcasting | Scriptwriting | SEO Tools | Data-Driven Storytelling | Social Media Strategy | Translation (EN↔ES) | WordPress | Voice Acting

EXPERIENCE

iQuanti

July 2021-Present

Offpage Specialist

- Writing 100+ articles for offpage campaigns for a variety of enterprise clients in financial, medical, technology, and insurance industries.
- Managing Projects with remote team members and freelancers
- Standardizing SEO update briefs and client deliverables to effectively communicate with writers, producers, and executives.
- Advising on SEO strategy and execution for new page creation and topics

Jason Hewett LLC

2013-Present (Remote)

Freelance Creative Professional

- Writing eloquent works and assembling dynamic content about a diverse range of subjects spanning gastronomy & lifestyle, sustainability, healthcare, education, and technology.
- Conducting SEO audits to highlight areas of opportunity to strengthen the visibility and brand positioning of clients. Mentoring clients in digital literacy, social media tools, and best practices of SEO.
- Managing high-performing e-commerce platforms, writing detailed product descriptions, responding to queries & concerns, and analyzing the marketplace to optimize pricing and optimize supply chain logistics.
- Creating SEO rich blog content to showcase the products of a luxury ethical fashion brand, directly resulting in a 47.95% increase in page views with entrances increased by 106.6%.
- Curating the website and social media strategy, optimizing dated content, and establishing the brand's voice. Proofreading and copyediting texts with meticulous attention to grammar, syntax, voice, and style.
- Building and sustaining relationships with small business clients and nonprofit organizations through attentive client service and the swift delivery of results.
- Producing video content, podcasts, audiobooks, and literary campaigns adjusted the tone from lighthearted to serious based on the needs of the clients.
- Instructing financial literacy and providing career counsel to high school students to expand their horizons and equip them with resources to thrive.
- Published an acclaimed book focused on diabetes treatments, resources, and coping with chronic illness.

EDUCATION

University of Delaware

2014, Newark, Delaware

Bachelor of Arts in English & Creative Writing

Minor: Spanish | **Study Abroad:** Universidad de Salamanca, Spain

