



Jason Hewett

Multimedia Content Creator | SEO Specialist | Executive Copywriter

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A decorated SEO copywriter 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. 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. Seeking creative challenges and freelance opportunities that entail assembling vibrant content and engagement strategies for brands whose products enrich consumers' lives.

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

EXPERIENCE

Freelance Creative Professional

2013-Present. (Remote)

- 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.
- 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.
- Performing standup comedy at several of New York's prominent venues and instructing improv to learners of all ages.
- Instructing financial literacy and providing career counsel to high school students to expand their horizons and equip them with resources to thrive.
- Bringing to life student-written theater productions alongside a team of actors devoted to making theater accessible to wider demographics.
- Published an acclaimed book focused on diabetes treatments, resources, and coping with chronic illness.
- Hosted immersive guided tours of New York City, shared cultural & historical knowledge, granted visitors access to off-the-beaten-path establishments, and tailored travel itineraries to their individual interests.

The Classic T-Shirt Company

2018-Present. (Remote)

Content Writer

- 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.

EDUCATION

University of Delaware

2014. Newark, Delaware

Bachelor of Arts in English & Creative Writing

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