

JASON HEWETT

SEO, GEO, AI SEARCH | DIGITAL MARKETING STRATEGY | COPYWRITER

CONTACT

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EDUCATION

BACHELOR OF ARTS & SCIENCES
Creative Writing | Spanish
University of Delaware
Newark, DE | December 2014

AREAS OF EXPERTISE

AI Search | SEO
Copywriting | Content Writing | UX
Paid Social | Paid Search
Brand Strategy
Account Management
Editorial Guidelines
Content Management
Creative Strategy
Strategic Planning
Remote Team Management
Public Speaking
Translation (ES-EN)
C-Suite Advisory
Multimedia Production
YouTube Optimization
eCommerce

Tools:

Profound | Semrush | ahrefs | GSC |
Google Analytics | Google Tag
Manager | Looker Studio | AEM

CERTIFICATIONS

Google Conversion Optimization
Certification

AWARDS

2025 Contentstack ContentCon Awards
(Enfamil.com - Best Personalization Project and
Most Successful Transformation shortlist).

Featured: Top SEO Trends in 2023 Experts
Reviews

PROFILE

SEO/GEO Consultant, Cross-Functional Project Lead, and Writer with 10+ years experience harmonizing cross-functional creative teams to produce compelling performance content

PROFESSIONAL EXPERIENCE HIGHLIGHTS

PUBLICIS GROUPE | New York, NY

PUBLICIS MEDIA | ASSOCIATE DIRECTOR OF PERFORMANCE CONTENT Dec 2025 – Present
Advise enterprise clients on GEO strategy, helping brands improve visibility, measure performance, and manage risk across emerging generative search platforms.

- Conduct GEO audits across pharmaceuticals, nicotine, CPG, retail, and B2B talent recruitment, identifying visibility opportunities and competitive insights across leading LLMs.
- Advise five enterprise clients representing 10+ brands on GEO strategy, translating AI search findings into technical content recommendations, measurement frameworks, and executive-ready insights.
- Analyze thousands of AI search prompts for each client to evaluate LLM sentiment, identify hallucination and compliance risks, and surface brand reputation insights for regulated industries.
- Utilize Profound to assess AI search visibility, citation share, and competitive performance, delivering recommendations to improve discoverability across platforms.
- Develop cross-channel content briefs in partnership with influencer agencies, enabling creative assets to be repurposed across platforms while optimizing for AI search visibility.
- Manage Publicis' internal editorial program, producing thought leadership content including Publicis Media's highest-performing article of the year reaching 1,100+ employees globally each month.

RECKITT | Parsippany, NJ

ENFAMIL BRANDS | SEO CONTENT EDITOR

May 2022 – Dec 2025

Led cross-functional workstreams with product managers, healthcare professionals, creative agency vendor partners, and internal stakeholders to shape infant formula brand's editorial style to position Enfamil as a trusted nutritional resource for families.

- Achieved 42% increase in rewards program membership 2024-2025; 48% of AI-generated results in category 2024-2025; clarified landing page and chatbot messaging to reduce customer service call volume and \$750,000 in expenditure.
- Optimized Call to Action messaging: enrolled over 80,000 new program members in 2025.
- Partnered cross-functionally to unlock new image capabilities on Enfamil.com blogs and landing pages, resulting in increased AI visibility and rewards program enrollments.
- Conducted technical audits to improve page speed by 25% following site migration.
- Partnered cross-functionally to write, produce 15+ videos for YouTube and social media.
- Key influencer for Mead Johnson's Adoption of AI technology to drive measurable efficiency gains in operational workflows, reducing a 35-day production cadence to 15.

iQUANTI | Jersey City, NJ

OFFPAGE SPECIALIST |

Jul 2021 – May 2022

Advanced from contributing writer to team lead, managing editorial content production for OneMain Financial, Mimecast, and Discover; supporting 11 accounts total in finance, insurance, pharma, and cybersecurity.

- Built and managed a freelance team delivering 50+ off-page articles monthly, accelerating turnaround times by 40% through streamlined collaboration and editorial QA.
- Authored 100+ SEO-optimized articles supporting clients' off-page strategies, strengthening domain authority and organic visibility.
- Strategized copy for print and paid social campaigns, ensuring cross-channel brand consistency.