

Jason Hewett

SEO Manager | Senior Content Strategist | Copyeditor

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A decorated SEO Strategist, Consultant and Creative Project Manager with 10+ years of experience leveraging SEO copywriting expertise to amplify visibility and sales. Leader who harmonizes cross-functional creative teams to produce compelling brand narratives, blogs, videos, podcasts, and social media content.

SKILLS

Interpersonal: Client Service | Conflict Resolution | Cross-Cultural Communication | C-Suite Advisory | Leadership | Mentorship | Remote Team Management | Public Speaking | Spanish (Fluent)
Expertise: AP Style | Analytics | B2C, B2B & D2C Copywriting | Brand Strategy | CMS& CRM | Editorial Guidelines | HTML | Keyword Research | Microsoft Word | Salesforce | SEO Strategy | SEO Tools (Ahrefs, SEMrush, GA4) | Social Media & Content Strategy | Technical SEO | Translation (EN-ES) | WordPress

EXPERIENCE

Reckitt

May 2022-Present (Hybrid)

SEO Content Editor, Enfamil

- Driving cross-functional initiatives to standardize editorial style; improved marketshare to above 51% by Jan 2023.
- Writing actionable copy for rewards program; increased average conversion rate to 35%; over 50,000 contest entries from Jan-May 2023.
- Driving SEO campaign strategies; achieved 600% traffic increase.
- Providing direct coaching support to 6 writers, editors, and data analysts.
- Providing direct coaching support to 60 customer-facing professionals.
- Reducing customer service call volume; reduced \$750,000 in expenditure.

JHLLC Consulting

2013-Present (Remote)

Head of Content

- Writing LinkedIn Content; "What if Hubspot Were Written by" post went viral and generated over \$10,000 in realized revenue.
- Developing SEO and social media strategies to attract qualified SMB leads; "SEO Tip of the Day" campaign generated over 1m impressions.
- Managing eCommerce; oversaw listing optimization and pricing for client; generated over \$20,000 in sales; 100% customer satisfaction.
- Producing video content, podcasts, audiobooks; authored book.

iQuanti

July 2021-May 2022

SEO Content Team Lead

- Wrote 100+ articles for clients' offpage campaigns in finance, healthcare, cybersecurity, and insurance.
- Hired and managed a team that produced 50+ articles monthly and accelerated delivery by 40% with a collaborative approach.
- Secured a \$1.2M contract from a cybersecurity company by balancing their SEO & editorial guidelines.

The Classic T-Shirt Company

2018-2022 (Remote)

Content Manager & Strategist (Freelance)

- Created SEO-rich blog content; increased page views 47.95% page views with +106.6% entrances.
- Wrote a feature in Vogue Magazine that highlighted the brand's dedication to sustainability, amplified the brand's visibility, and earned 100+ positive, organic product reviews online from satisfied customers.

EDUCATION

University of Delaware

2014, Newark, Delaware

Bachelor of Arts in English & Creative Writing

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