

JASON ROSTAR

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SUMMARY

Data-driven SEO Manager with 4+ years of experience driving measurable results across technical SEO, content strategy, and analytics. Proven track record of growing organic traffic, expanding keyword rankings, and improving SERP visibility for B2B and B2C clients. Skilled in emerging areas like AI SEO, Generative Engine Optimization (GEO), Answer Engine Optimization (AEO), and leveraging large language models (LLMs) to align with evolving search trends. Adept at managing multiple accounts, leading site audits, implementing structured data, and presenting performance insights to stakeholders. Currently pursuing an MBA in Marketing. View case studies at <https://jasonrostar.com/case-studies/>.

CORE SKILLS

Technical SEO, Schema Markup (JSON-LD), HTML/CSS, GA4, Google Tag Manager, Google Search Console, SEMrush, Screaming Frog, Keyword Research, On-Page SEO, Internal Linking Strategy, E-commerce SEO, WordPress, WooCommerce, Looker Studio, Google Business Profile, Bing Places, Content Optimization, AI-Powered SEO Tools, Generative Engine Optimization (GEO), Answer Engine Optimization (AEO), Large Language Models (LLM/LLMO) for SEO, AI Overviews, Lead Generation

PROFESSIONAL EXPERIENCE

SEO Manager | LuccaAM – Remote | Mar 2023 – Present

Lead SEO strategy and execution for 8+ client websites in a fast-paced agency environment, balancing technical audits, content optimization, and performance tracking.

Transcription Client (U.S.):

- Increased organic sessions by 34% YoY; boosted user engagement by 54%
- Drove a 192% increase in ranked keywords (205 → 600); Page 1 rankings rose from 10 to 39
- SERP feature wins grew from 9 to 134, including Featured Snippets
- Notable keywords: “Medical transcription company” (#5), “Medical transcription service companies” (#8)

Language Services Client (U.S.):

- Boosted organic sessions by 16% and page views by 19.4%
- Ranked keywords jumped from 3,123 to 5,847 (↑ 87%); Page 1 keywords increased from 22 to 63
- SERP features expanded from 224 to 1,541
- Notable keywords: “Language services” (#6), “Translation company Chicago” (#1)

Other Responsibilities:

- Implemented structured data using schema markup for improved crawlability and AI-readiness (supporting AI Overviews, GEO, and AEO visibility)
- Delivered monthly video-based reporting with custom dashboards and GA4 insights, including AI-driven traffic attribution and query trend analysis
- Created scalable internal linking strategies and optimized service + location pages for visibility
- Publish eight blog articles per month to support SEO growth, internal linking, and lead generation

Search Quality Rater | RWS Group – Remote | Jun 2025 – Present

- Rated and evaluated Google search results to refine AI search algorithms and assess large language model (LLM) performance in ranking and relevance
- Assessed intent alignment, page quality, and E-E-A-T signals for live queries
- Provided insights on trends like AI Overviews and their implications for SEO

SEO Specialist | HFB Technologies – St. George, UT | Jun 2021 – Mar 2023

- Led SEO improvements across multiple client sites, focusing on local service industries and e-commerce
- Conducted technical audits, optimized metadata, and collaborated with writers on blog/content strategy
- Managed WooCommerce setups, Google Ads integration, membership tools, and user registration flows
- Helped local businesses set up and manage Google Guaranteed accounts for lead generation
- Increased qualified leads and sales by managing Google Ads campaigns for roofing and plumbing companies
- Managed and optimized hundreds of Google Business Profiles, resolving suspensions, publishing posts, and improving Q&A visibility
- Made design and technical changes on client websites using WordPress, Divi, and Shopify (HTML, CSS, checkout flows, shipping logic, etc.)

Aviation Maintenance Administration | U.S. Navy | Feb 2010 – May 2019

- Oversaw aviation maintenance records and inspections across multiple aircraft platforms
- Managed personnel workflows, data accuracy, and readiness reporting
- Honed documentation precision and leadership in high-pressure environments
- Deployed twice to the South Pacific in support of global operations; earned multiple commendations for administrative excellence and mission readiness

EDUCATION

MBA, Marketing (in progress) | Central Michigan University — Expected Mar 2026

B.S. Business Administration | Central Michigan University — 2013–2019

Web Development Bootcamp | Bloom Institute of Technology — 2020–2021