

JASON ROSTAR

SEO & AI Search Manager

Michigan | contact@jasonrostar.com | linkedin.com/in/jasonrostarcmu | www.jasonrostar.com

SUMMARY

SEO & AI Search Manager with 5+ years of experience and an MBA in Marketing, developing organic growth strategies for managed IT services, enterprise software, application development, legal services, healthcare, and other service-based businesses. Specialize in Technical SEO, AI Search Optimization, Generative Engine Optimization (GEO), Answer Engine Optimization (AEO), semantic search, structured data, and entity optimization. Partner with clients and developers to improve visibility across Google Search, AI Overviews, and leading large language models including ChatGPT, Google Gemini, Claude, Perplexity, and Microsoft Copilot.

CORE SKILLS

AI Search & SEO

AI Search Optimization
Generative Engine Optimization (GEO)
Answer Engine Optimization (AEO)
AI Overviews
Semantic SEO
Entity Optimization
Topical Authority
Keyword Research
On-Page SEO
Technical SEO
Local SEO
Internal Linking

Technical & Analytics

Google Analytics 4 (GA4)
Google Search Console
Google Tag Manager
SEMrush
Screaming Frog
Looker Studio
Schema Markup (JSON-LD)
HTML/CSS
WordPress
WooCommerce
Google Business Profile
Bing Places

PROFESSIONAL EXPERIENCE

SEO & AI Search Manager | LuccaAM – Remote | Mar 2023 – Present

Lead SEO strategy for a diverse portfolio of clients spanning managed IT services, enterprise software, application development, legal services, healthcare, construction, real estate, and nonprofit organizations. Serve as the primary SEO contact for multiple accounts, partnering with clients to develop long-term organic growth strategies and communicate performance through regular reporting and strategic recommendations.

Conduct technical SEO audits, keyword research, competitive analysis, and search intent research to identify opportunities for organic growth. Develop content strategies and collaborate with developers to implement technical

recommendations involving site architecture, structured data, internal linking, URL optimization, crawlability, and indexation.

Conduct technical SEO audits, keyword research, competitive analysis, and search intent analysis to identify growth opportunities. Develop AI-focused search strategies using GEO, AEO, semantic SEO, and entity optimization while collaborating with developers to improve site architecture, structured data, URL optimization, crawlability, and indexation.

Selected Results

Increased one client's ranked keywords from 3,123 to 5,847, growing first-page keyword rankings from 22 to 63 while expanding SERP feature visibility from 224 to 1,541.

Increased another client's ranked keywords by 192%, growing page-one rankings from 10 to 39 while significantly improving organic traffic and engagement.

Planned and optimized SEO strategies for highly competitive industries including managed IT services, enterprise application development, AI software development, legal translation, roofing, and real estate.

Implemented structured data and technical SEO improvements to support traditional organic rankings as well as emerging AI search experiences.

Created monthly SEO reports and presented technical findings, strategic recommendations, and performance insights to clients and internal stakeholders.

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

Managed SEO strategies for a diverse portfolio of local service businesses and e-commerce websites. Performed technical SEO audits, keyword research, on-page optimization, and content planning while collaborating with developers, designers, and content writers to improve organic visibility and lead generation.

Supported website development and digital marketing initiatives by implementing technical changes in WordPress, Shopify, Divi, and WooCommerce. Assisted with Google Ads campaigns, conversion optimization, and Google Business Profile management to help clients increase qualified leads and strengthen their local search presence.

Key Contributions

Managed and optimized hundreds of Google Business Profiles, including profile optimization, suspension recovery, local content, and Q&A management.

Configured WooCommerce stores, Google Ads integrations, membership platforms, and user registration workflows.

Improved search visibility for local businesses through technical SEO, metadata optimization, and local search strategies.

Collaborated with cross-functional teams to deliver SEO recommendations, website improvements, and ongoing client support.

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

Managed aviation maintenance records, inspections, and administrative operations supporting multiple aircraft platforms. Maintained accurate documentation, coordinated maintenance workflows, and ensured compliance with military standards in a fast-paced operational environment.

Collaborated with maintenance teams and leadership to support mission readiness while developing strong organizational, analytical, and communication skills. Deployed twice to the South Pacific in support of global operations and received multiple commendations for administrative excellence and mission readiness.

EDUCATION

MBA, Marketing | Central Michigan University — 2024 - 2026

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

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