Jazmyn Reed

SEO & GEO Leader | Organic Growth Strategy | AI Search Visibility

PROFESSIONAL SUMMARY

Digital strategy leader with 10 years of marketing and communications experience in organic audience growth, content strategy, earned media, and destination marketing. Demonstrated results leading SEO, Generative Engine Optimization (GEO), and Answer Engine Optimization (AEO) initiatives with measurable AI visibility and organic search results. Experienced in people management, technical SEO, cross-functional leadership, and securing investment in technology and talent.

PROFESSIONAL EXPERIENCE

ASSOCIATE DIRECTOR OF DIGITAL STRATEGY | Rollins College, Winter Park, FL MAY 2022 – PRESENT

Promoted from Assistant Director of Digital Marketing in May 2026

- Lead web, SEO, GEO, and AEO strategy for thousands of pages across Rollins' multi-brand sites for undergraduate, adult, graduate, and executive education offerings. Organic search clicks grew 244% YoY in FY24 and 147% in FY25. From August to October 2026, organic CTR rose 54% YoY and average Google position improved from 26 to 8.
- Designed and launched the college's first AI search visibility program. Implemented Semrush AI tracking and LLM share-of-voice reporting for leadership, lifting AI Visibility Score from 40 to 65 in March 2026. In one year, ChatGPT citations grew from 17 to 53 (out of 121 tracked prompts), while average ChatGPT search position improved from 19.4 to 12.5.
- Developed AI referral tracking in Google Analytics (GA4) to provide measurements for new channels. Oversaw 7,500+ sessions from ChatGPT to the main admissions site in 2026 YTD and 175K Google AI Overviews and AI Mode impressions in October 2026, up 25% MoM.
- Led SEO and GEO efforts for Rollins' move to a new U.S. News rankings category, coordinating updates across web, PR, and social. Rollins now ranks No. 1 in Google and ChatGPT search for "best liberal arts college in FL."
- Used AI sentiment data to identify cost concerns and worked with Editorial and Admission on career outcomes and financial aid content. Favorable AI sentiment reached 96%.
- Built a content strategy for local search intent for Florida and Orlando. Moved "colleges in Orlando" from No. 10 to No. 1 on Google and No. 25 to No. 3 in ChatGPT search. Ten location-focused landing pages received 45 form submissions (+114% YoY; 1.16% conversion rate).
- Developed the content strategy for 40+ webpages across two platform migrations and scaled execution with AI. Content updates increased site visits +143% YoY (Jan–Sept 2025) and Rollins ranked No. 2 nationally for "study abroad colleges."
- Evaluated enterprise SEO platforms (Lumar, Conductor, Siteimprove), led vendor demos, and built the GEO/AEO investment case presented to executives. Created the team's first Web/SEO internship role and recruit, hire, train, and supervise contractors and graduate interns.
- Oversee project management for web projects during a 5+ month leadership vacancy, introducing a shared priorities kanban-style board that helped the team clear 28 backlog items in under two months. Present quarterly SEO and AI search results and recommendations to marketing leadership.
- Co-led a multi-brand website migration of thousands of pages. Developed training and resources, and website governance policies for redirects for 50+ content editors. Introduced an AI-automated redirect policy and monthly indexing reviews to support technical SEO and AI visibility.
- Led Article and ProfilePage structured data rollouts with zero invalid items. Ran a news title test with an SEO intern that increased top-10 ranking pages.
- Led Claude Team pilot as account owner and built AI-assisted workflows for content audits and updates for web team and content editors, with human approval required before publishing.

DIGITAL CONTENT SPECIALIST | Florida Virtual School, Orlando, FL **MAR 2021 – MAY 2022**

- Led content strategy and distribution for statewide and national education brands. Grew consumer blog pageviews 25% YoY; the blog received nearly 300,000 annual unique pageviews, with session duration up 37%.
- Developed brand guidelines, voice, and messaging for the launch of FlexPoint Education Cloud, a national B2B platform. Authored a digital guide that generated 42 leads through paid media and partnered with IT to launch a digital asset management system on schedule.

PR & MARKETING CONSULTANT | Self-Employed, Orlando, FL **NOV 2019 – DEC 2024**

- Managed content strategy for a variety of clients, including growing one client's Instagram and LinkedIn following by 441% and 109%, respectively, in 2023. Relaunched a maternal health campaign and increased its Instagram engagement rate by 2,000%.
- Spearheaded national media relations efforts, securing coverage in Business Insider and Yahoo.
- Supervised a four-person account team and budget supporting Universal Parks & Resorts and Universal Orlando Resort. Developed executive talking points, competitor analysis, and media coverage reports for C-suite executives. (via agency partnership); additional subcontract work for Walmart and 4Roots

ASSOCIATE PR MANAGER | Findsome & Winmore, Orlando, FL **SEPT 2018 – NOV 2019**

- Led PR strategies that generated more than 300 positive press placements, including *CNN, Forbes, SHAPE*, and *USA TODAY*. Secured a 100% increase in a client retainer and additional projects.

COMMUNICATIONS COORDINATOR | Experience Kissimmee, Kissimmee, FL **JUL 2017 – SEPT 2018**

- Directed the budget, planning, and itinerary development for media and influencer familiarization tours, resulting in hundreds of earned media placements and millions of impressions.
- Ran a national, six-figure influencer marketing campaign for the destination in partnership with Dr. Mike (social media's most-followed doctor at the time): 279K YouTube views, 3.9M organic impressions

COMMUNICATIONS ASSISTANT | Florida Department of Environmental Protection **NOV 2016 – JUL 2017**

- Developed marketing communications for Florida State Parks and managed email and social media channels with a combined 350,000 followers and subscribers.

SKILLS & TOOLS

Search: AI Search Visibility, SEO, GEO And AEO, Content Strategy, Structured Data and Schema, Crawl Budget and Indexing, Redirects and Canonicals, Core Web Vitals, Site Migrations, AI Crawler Access, Technical SEO

Platforms: Semrush, Google Search Console, Google Analytics (GA4), Google Tag Manager, Data (Looker) Studio, Peec AI, Lumar, Google Business Profile, Siteimprove, Sanity, Cascade, HubSpot, Cision, Meltwater, Claude, Gemini, ChatGPT Business, Microsoft Office (Word, Excel, PowerPoint)

EDUCATION

Master of Business Administration | Rollins College Spring 2027

Bachelor of Arts in English; Minors in Hospitality Management, Communication | Florida State University

PROFESSIONAL LEADERSHIP

PRSA Orlando | Board leadership, 2019–Present; VP of Programs

Women's Executive Council | Board Member