

# Matthew Schapiro

## Marketing Engineer | AI Automation, SEO/GEO & Growth Systems

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### PROFESSIONAL SUMMARY

Marketing Engineer and AI-enabled growth operator with 15+ years of experience building SEO/GEO, automation, analytics, content, and digital product systems for enterprise and high-growth teams. Combines enterprise search strategy with hands-on AI implementation, rapid prototyping, workflow automation, and performance measurement. Proven ability to turn messy marketing processes into scalable systems - from AI-powered content engines and internal marketing bots to search visibility programs, dashboards, experimentation frameworks, and customer journey infrastructure.

### CORE COMPETENCIES

Marketing Engineering | AI Workflow Automation | Generative Engine Optimization | Enterprise SEO | Technical SEO | Content Systems | Marketing Automation | Internal Tool Prototyping | Analytics & Dashboarding | Experimentation | Customer Journey Optimization

### TECHNICAL & MARKETING STACK

**AI & Agent Systems:** Profound.ai, HyperAgent, ChatGPT, Claude, Gemini, v0

**Build & Product:** Vercel, Next.js, GitHub, Tailwind CSS, shadcn/ui, Supabase Auth / DB / Storage, Postgres, APIs, webhooks

**Marketing Ops & Lifecycle:** Salesforce Marketing Cloud, Lytics, Treasure Data, Iterable, Adobe, Optimizely, Hotjar, Heap, Pardot, SendGrid, Mailchimp, Resend, Braze, Airship, Airtable, Google Sheets workflows, WordPress

**SEO/GEO & Analytics:** BrightEdge, SEMrush, Ahrefs, Moz, Similarweb, Screaming Frog, GSC, GA4, Looker Studio

### SELECTED IMPACT

- Reduced content production and optimization time by 60% through AI-powered SEO, internal linking, and editorial QA workflows.
- Built custom AI marketing bots for SEO support, content ideation, landing-page optimization, and content operations.
- Launched Fetch's first GEO program for Google AI Overviews, LLM citations, and emerging AI-driven search behavior.
- Increased organic traffic to news content by 250% through scalable metadata systems and enterprise SEO architecture.
- Delivered \$1M+ in annual impact by resolving brand keyword leakage and local search routing issues.
- Directed customer data infrastructure connecting CRM, ecommerce, app, and web behavior for personalized digital journeys.

### PROFESSIONAL EXPERIENCE

#### Fetch Pet Insurance - Senior SEO Manager

2024-2025

Chicago, IL / New York, NY

- Led SEO, GEO, and AI-enabled growth strategy for a leading U.S. pet insurance brand, strengthening organic acquisition.
- Built an AI-powered content optimization framework automating copy generation, internal linking, and on-page SEO recommendations.
- Designed custom AI marketing bots for keyword research, content ideation, landing-page optimization, internal linking, and editorial QA.
- Launched the company's first GEO initiative for Google AI Overviews, LLM citations, and emerging AI-driven search behavior.
- Led AI literacy workshops for marketing, content, and product teams, translating AI search trends into practical workflows.

#### imnotArt - Founder & Director of Digital Strategy

2021-2024

Chicago, IL

- Founded and scaled Chicago's first Web3-enabled gallery/event space focused on digital art and emerging technology.
- Operated across strategy, marketing, product, systems, partnerships, events, digital content, and community growth.
- Built AI-assisted creative workflows, digital marketing systems, and automated content processes to support growth and engagement.
- Developed digital experiences, campaign concepts, event promotion systems, and Web3 activations connecting art and community.

#### United States Soccer Federation - Senior Manager, Digital Operations

2019-2021

Chicago, IL

- Led digital operations across website, app, SEO, analytics, content workflows, and customer data for U.S. Soccer.
- Coordinated stakeholders, developers, and creative partners during the 2019 Women's World Cup digital relaunch.
- Built scalable SEO and metadata systems across recurring content types, increasing organic traffic to news content by 250%.
- Directed CDP implementation connecting CRM, ecommerce, app, and web behavior to support personalized fan journeys.
- Created performance modeling and audience insight frameworks to improve editorial prioritization and content planning.

## **Discovery Communications - Senior Manager, Digital Acquisition**

2016-2018

New York, NY

- Led SEO and digital acquisition strategy across major media brands including Discovery, TLC, and Animal Planet.
- Improved organic growth through technical SEO, content architecture, metadata systems, and stronger discoverability.
- Partnered with UX, product, and engineering teams on a major redesign focused on speed, personalization, and organic performance.
- Supported cross-brand roadmap initiatives connecting SEO, audience growth, content strategy, and retention.

## **DIRECTV - SEO Manager**

2014-2016

New York, NY

- Managed agency partners, technical optimization, and search strategy as in-house SEO lead across DIRECTV's ecosystem.
- Resolved brand keyword leakage and local search routing issues, increasing call center leads and generating \$1M+ annual impact.
- Improved TV Everywhere rankings for high-value streaming keywords, including 'watch TV'.
- Partnered with marketing, analytics, and product teams to improve search visibility, routing, and conversion paths.

## **EARLIER EXPERIENCE**

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OneIMS - Digital Marketing Strategist (2013) | WinTheNet - Founder (2009-2013) | Supercool Creative - Digital Strategist (2008-2009) | Feed Company - Grassroots Marketing Manager (2008)

- Developed SEO/SEM programs for legal and service clients focused on visibility, lead generation, and local reach.
- Built localized content ecosystems, video launch strategies, branded SERP programs, site workflows, and client reporting.