

JASON TODD WADE

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PROFESSIONAL SUMMARY

SEO and AI visibility leader with 20+ years of experience building digital acquisition systems across search, ecommerce, marketplaces, and direct-to-consumer channels. Specializes in AI SEO, entity architecture, structured content, GEO/AEO, retrieval optimization, and the systems that determine whether brands are discovered, understood, cited, recommended, and selected by AI search engines and agentic platforms.

CORE EXPERTISE

AI Search / GEO / AEO | Technical SEO | Entity & Knowledge Graph Strategy | Structured Data | Content Systems | Competitive Intelligence | Ecommerce & Marketplace SEO | Google Ads | Analytics | Conversion Strategy | Multi-Brand Architecture | Team Leadership | AI Workflow Design

PROFESSIONAL EXPERIENCE

BackTier | Director of Agentic SEO

January 2022 - Present | Florida

- Design AI visibility and organic growth systems for companies, private equity-backed platforms, rollups, and multi-brand organizations.
- Resolve fragmented brands, legacy websites, inconsistent narratives, and unclear entity relationships into coherent, AI-readable authority architectures.
- Lead strategy across technical SEO, entity clarity, structured content, retrieval pathways, competitive analysis, citation readiness, and recommendation visibility.
- Build repeatable evaluation frameworks that measure how search engines, LLMs, answer engines, and agents discover, classify, trust, cite, and select organizations.

Doorbell Ninja | Digital Growth & Operations

October 2017 - December 2021 | Florida

- Built and scaled a multi-channel ecommerce and service business across direct-to-consumer sales, organic search, paid media, marketplace listings, and installation support.
- Owned sourcing, product listings, fulfillment, customer experience, SEO, Google Ads, marketplace performance, and day-to-day business operations.

Modena, Inc. | Director of Growth

April 2003 - January 2017 | Orlando, FL

- Built and managed a multi-channel ecommerce operation across Amazon, eBay, and direct-to-consumer channels, overseeing acquisition, merchandising, suppliers, inventory, fulfillment, and customer experience.

EDUCATION & SELECTED CREDENTIALS

Rollins College - Bachelor of Arts, Communication and Media Studies | Microsoft Copilot | Microsoft Copilot Studio | GitHub Copilot | Generative AI coursework