

Matthew Schapiro

Marketing Engineer | AI Automation, Customer Engagement & Growth Systems

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PROFESSIONAL SUMMARY

AI-enabled marketing systems and customer engagement leader with 15+ years of experience building SEO/GEO, automation, analytics, lifecycle, content, and digital product systems for enterprise and high-growth teams. Experienced translating business goals into AI and marketing technology use cases, partnering across marketing, product, data, and executive stakeholders, and turning performance data into clear recommendations. Hands-on history with Braze, Airship, Salesforce Marketing Cloud, CDPs, journey orchestration, AI implementation, and customer engagement workflows.

CORE COMPETENCIES

AI Success Strategy | Customer Engagement Platforms | Lifecycle Marketing | AI Use Case Development | Marketing Engineering | AI Workflow Automation | Customer Journey Optimization | Data-Driven Storytelling | Stakeholder Communication | Client Consulting | Marketing Automation | Analytics & Dashboarding | Experimentation | Cross-Functional Implementation | Product Feedback Loops

TECHNICAL & MARKETING STACK

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

Customer Engagement & Lifecycle: Braze, Salesforce Marketing Cloud, Airship, Iterable, Adobe, Pardot, SendGrid, Mailchimp, Resend

Data, CDP & Analytics: Lytics, Treasure Data, SQL, Excel, GA4, GSC, Looker Studio, Heap, Hotjar, Optimizely, Airtable, Google Sheets workflows

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

SEO/GEO & Research: BrightEdge, SEMrush, Ahrefs, Moz, Similarweb, Screaming Frog

SELECTED IMPACT

- 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.
- Reduced content production and optimization time by 60% through AI-powered SEO, internal linking, and editorial QA workflows.
- Directed customer data infrastructure connecting CRM, ecommerce, app, and web behavior for personalized digital journeys.
- 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.

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.
- Translated AI search trends into practical workflows for marketing, content, and product teams through hands-on AI literacy workshops.

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.
- Directed CDP implementation connecting CRM, ecommerce, app, and web behavior to support segmentation and personalized fan journeys.
- 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%.
- 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.
- Translated performance insights into recommendations for editorial, product, and audience-growth stakeholders.

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

OnelMS - 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.