Jason Kisser

Technical SEO & marketing technologist. Site migrations, structured data, video SEO

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Baltimore, MD. Remote or hybrid

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Summary

Technical SEO and marketing technologist with a producer's eye. In 12 years at TeamGantt, a project management SaaS company, I went from video producer to running technical SEO. I grew the YouTube channel from under 500 to more than 14,000 subscribers, then led the marketing site's migration from Webflow to Astro as project manager, cutting crawl errors from 155 to 1, halving page weight and automating structured data.

I work best where marketing meets engineering. My background runs from lab-equipment support to live production engineering, so I'm comfortable picking up whatever system the problem lives in.

Experience

Marketing & Technical SEO

2024 to 2026

TeamGantt

- Led the migration and redesign of the marketing site from Webflow to Astro with a headless Storyblok CMS as project manager, in about 10 weeks: scoped it, secured buy-in across the marketing team, and kept marketing and engineering aligned from planning through launch.
- Cut crawl errors from 155 to 1 and halved page weight. Pages with oversized or unminified JavaScript and CSS went from 340+ to zero, the SEO health score rose from 79 to 93 (SE Ranking), and structured data is now generated automatically on every page.
- Launched clean: zero missing meta descriptions (from 48), duplicate titles (from 33), missing H1s (from 34) and orphaned pages (from 98), with an XML sitemap free of redirects and noindexed URLs.
- Set up a new publishing model: marketers change content directly in Storyblok, while design and structural changes run through AI agents, cutting the team's dependence on design for routine page updates.
- Built automated AI performance briefs: a daily brief that analyzed the previous day's numbers, triaged issues and recommended prioritized actions, plus a Friday brief with the weekly picture.
- Designed and ran A/B split tests to lift conversion, including a test on the /signup page.
- Owned the post-launch punch list as a GitHub Issues backlog.

Video Producer

2014 to 2024

TeamGantt

- Grew the company YouTube channel from under 500 to more than 14,000 subscribers, with a content plan built on SEO and keyword research to drive traffic to the marketing site and grow sign-ups.
- Produced more than 300 videos, owning production end to end from concept and scripting through lighting, audio, filming and post, across formats from single-presenter tutorials to narrative ad campaigns.
- Edited and produced the Time Limit Podcast and Coffee with Brett, a weekly YouTube series filmed remotely.

Freelance Video & Photography

2010 to present

Self-employed

- Event films for Edrington, Country Dubs and Perry Hall Family Worship Center.
- Photography for Riptide by the Bay (on location), Brett Harned (headshots) and Granelli Audio Labs (product).

Technical Director
2002 to 2014

Central Christian

- Ran all technology for a multi-campus church of 1,000+ members, designing and building audio, video and lighting systems for live services and in-house productions.
- Led the move from analog to AVID digital sound consoles and the stage upgrade to LED and traditional lighting with new control systems.
- Partnered with the in-house design team on web and social video; primary videographer and editor for all in-service video across campuses.

Product Support Engineer
2000 to 2002

BD (Becton Dickinson)

- One of six engineers providing phone troubleshooting for BD's laboratory equipment across North America; wrote the service bulletins field engineers used for on-site repairs.

Projects

- **Paydar.** A household-finance web app built end to end with Claude Code and deployed on Cloudflare Workers, with a pipeline that regenerates the user guide automatically as features ship.
- **Closed Door.** A Mac menu bar app (Swift and SwiftUI), built with Claude Code, that runs Apple Shortcuts when a camera turns on or off. No camera permission, no account, no network access.

Skills

SEO
Technical SEO, site migrations, structured data (Schema.org), page performance, keyword research, YouTube SEO, CRO and A/B testing

Analytics and tools
Google Search Console, Google Analytics, Amplitude, Segment, Microsoft Clarity, Screaming Frog, SE Ranking, YouTube Analytics, GitHub

Web and CMS
Astro, Storyblok (headless CMS), Webflow

AI
AI agents for site changes, AI-assisted data analysis, macOS and web apps built with Claude Code

Content and video
Adobe Creative Suite, DaVinci Resolve, Frame.io, Wistia, photography, podcast production

Ways of working
Cross-functional project management, marketing and engineering alignment, GitHub Issues backlogs, technical documentation

Education

TESST Technology Institute. Certificate in Electronics & Telecommunications.