Ash New

Organic Growth & AI Discovery Lead · London, UK

ashnew1291@gmail.com · 07453 329151 · linkedin.com/in/ashnew

PROFILE

I build scalable organic growth systems at the intersection of SEO, product, and AI discovery. Currently leading a team of 7+ at Virgin Media O2 — shipping platform migrations, standing up LLM monitoring frameworks, and turning search into a measurable revenue channel. Search is becoming an infrastructure problem — where APIs, documentation, and structured content power discovery. That's what draws me to Stripe.

£12m+	#1	3×	1,000+
Incremental organic revenue per year	Non-brand search share vs all UK telcos	Programmatic page traffic after IA redesign	LLM prompts monitored across 3 models

EXPERIENCE

SEO & AI Discovery Lead

Virgin Media O2 · Team of 7+ · Apr 2022 — Present

Own organic growth across SEO, AI discovery, and content for the UK's largest telecoms JV. Ship strategy through product and engineering partnerships.

Product-Led Organic Growth

- Built a repeatable device launch playbook — templated PDP strategy, structured data, internal linking — that moved O2 from 6th to 1st non-brand search share. Delivers £7m+ incremental handset revenue annually.
- Designed the IA and page templates for a programmatic help page system. 3× traffic uplift. Eliminated cannibalization. Reduced inbound call volume.
- Managed the digital deprecation of Virgin Mobile — redirects, content consolidation, cannibal resolution — while protecting organic sales through the transition.

Platform & Technical Systems

- Led 5 major platform migrations (Netcracker, Storyblok, SpeedPerform, Localistico, Likewize). Scoped every ticket. Protected indexed URLs. Enabled post-launch growth.
- Currently shipping a Next.js SSR front-end migration with advanced hydration. Previously delivered an Angular-to-SSR migration using cookie-based URL versioning.
- Run an active technical health programme: crawl budget, indexation, structured data, rendering, Core Web Vitals, log file analysis across both brands.

AI Discovery & Machine-Readable Systems

- Stood up VMO2's AI Discovery function from scratch. Built a monitoring framework tracking 1,000+ prompts across 3 LLM models — measuring brand visibility, sentiment, and factual accuracy.
- Making content machine-readable and agent-accessible: removing barriers to crawling, rendering, and LLM ingestion. Optimizing structured data for LLM consumption.
- Readying product feeds and content architecture for agentic commerce models. Managing third-party signals (Trustpilot, community) that LLMs cite as sources.

Working with Product & Engineering

- Embed with Product, Engineering, UX, and Commercial teams — influencing roadmap prioritisation. Write Jira tickets with acceptance criteria and user stories. Operate inside sprint cadences.
- Built experimentation and forecasting frameworks to measure incrementality — connecting organic performance to commercial outcomes, not just traffic.

SEO Account Director

Havas Media · Promoted from Account Manager · Nov 2020 — Apr 2022

- Owned O2 SEO strategy (consumer + B2B). Moved handset share of voice from 6th to 1st in six months — the work that led to being hired in-house.

- Redesigned BBC TV Licensing IA end-to-end: intent-mapped every URL, resolved cannibalization, filled content gaps. Improved NPS.
- Identified architectural risks during a major O2 platform migration and worked with engineering to resolve them before launch.

Technical SEO Account Manager

Media Plus UK · TikTok, Fred. Olsen Cruises, Zoflora · Mar 2019 — Nov 2020

- Ran the global technical SEO audit for TikTok during hypergrowth. Identified hreflang failures across dozens of markets. Delivered a roadmap adopted by Beijing's engineering team.
- Built a structured data solution (GTM + jQuery) for Fred. Olsen Cruises. 25% organic traffic increase on key landing pages.

Digital Marketing & Growth Roles

Logikk · Digital River · David Phillips · 2014 — 2019

- Built early foundations in SEO, analytics, CRO, and e-commerce — owned full-stack digital marketing before specialising.

PRODUCT & ENGINEERING PROJECTS

I build products when off-the-shelf tools don't solve the problem — real applications, shipped and used.

Video Generator — Full-stack app: scene management, AI content generation, rendering pipeline. Next.js + Supabase.

Trading Dashboards — Built because existing tools couldn't answer commercial questions fast enough. Used daily by the trading team.

SIM Price Crawler — Automated competitor price extraction with a live comparison dashboard. Feeds into commercial pricing decisions.

LLM Monitoring Framework — Tracks brand visibility, sentiment, and accuracy across LLM models. No off-the-shelf tool did what I needed.

SKILLS & TOOLS

Search & Discovery: Technical SEO, Information Architecture, International SEO, Structured Data, AI Discovery / GEO, LLM Optimization

Systems & Strategy: Roadmap Ownership, OKR Planning, Migration Planning, Experimentation Frameworks, Incrementality Measurement

Development & Data: Next.js, Supabase, JavaScript, HTML/CSS, Python, SQL, GTM

Tooling: Google Search Console, Ahrefs, SEMRush, Screaming Frog, SEO Clarity, Botify, Oncrawl

Analytics: GA4, Tableau, Looker, Jira, Confluence

SPEAKING

BrightonSEO — Optimizing Web Servers for SEO: Improving TTFB. Technical talk on web server configuration, caching strategies, and their impact on crawl performance and Core Web Vitals.

EDUCATION

BSc Consumer Behaviour & Marketing (2:1) · University of Reading · Graduated 2014

Multidisciplinary: business, economics, psychology, management. First-class dissertation on reducing privacy concerns for online behavioural targeting.

Conversational Spanish · YouTube SEO experimentation · Former Apple Store team member · References available on request