

# Ash New

SEO & AI Discovery Lead · Virgin Media O2

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● [Cover Letter — SEO Marketing Manager](#)

TO

**Jelani Burton**

Stripe · SEO Marketing Manager, Stripe Docs

I'm applying for the SEO Marketing Manager role at Stripe, focused on organic acquisition for Stripe Docs.

What stood out to me about the role is that it treats SEO more as a product and systems problem than a channel. Discovery for developer documentation is shaped by how content and APIs are structured for both humans and machines. That's the direction my work has naturally moved in over the past few years, and it's where I feel I do my best work.

I currently lead SEO and AI Discovery at Virgin Media O2, responsible for organic growth across O2, one of the UK's largest and most well-established telco brands. My role sits across SEO, product, and engineering. I've led platform migrations, worked on information architecture, and focused on making sure content is structured in a way that can be reliably consumed by search engines and, increasingly, LLM-driven systems.

The work I'm most proud of has come from building scalable systems rather than one-off improvements. For example, I developed a repeatable product launch framework across device pages, enabling O2 to consistently outperform competitors on highly competitive terms like "iPhone 17". That moved O2 from 6th to 1st in non-brand visibility and now delivers over +£7m in incremental annual revenue in the UK handset market. More recently, I built an AI Discovery function from scratch, including frameworks to understand how content surfaces across LLMs, with a focus on making it more machine-readable and structurally sound.

What draws me to Stripe is that Docs isn't just a support layer; it's part of the product. Outside of work, I spend a lot of time building small apps to solve problems I care about, and Stripe was one of the first integrations I used. That's given me a good feel for how developers move through documentation, evaluate tools, and make decisions. It makes organic discovery for Docs a much more interesting and meaningful problem than just driving traffic.

My background is in large-scale consumer platforms, but the core of the work transfers well. Structuring information for discovery, working closely with engineering, and building systems that scale. I'm particularly interested in how developer-facing content is discovered as LLMs and agents become more prominent, and how well-structured documentation becomes a real advantage.

I'd love to contribute to how Stripe approaches organic discovery for Docs and would welcome the chance to discuss it further.

Best regards,

**Ash**