

Strategic digital leader with a strong foundation in marketing operations, web platform governance, and cross-functional team leadership. Proven success in scaling digital experiences, integrating marketing and analytics systems, and building the infrastructure to support high-performance campaigns. Trusted collaborator across marketing, IT, and executive teams—adept at translating complexity into clarity and action.

## SELECTED EXPERIENCE

### Director of Digital Experience

Northeastern University

Boston, MA

07/23 – 04/25

Led digital transformation strategy across Northeastern's global web presence, with a focus on scalable systems, platform governance, and improved engagement.

- Increased engagement by 223% and sessions by 217% YoY through targeted improvements to digital UX and site architecture
- Built and managed a team of 8 (hired 6), including UX / UI design, development, and content roles
- Implemented a unified design system to ensure accessibility, brand consistency, and cross-platform cohesion
- Partnered with technical, marketing, and content stakeholders to enhance governance, scalability, and messaging

### Head of Digital Marketing

Mobeus

Remote

10/22 – 04/23

Shaped digital marketing infrastructure and strategy for an early-stage B2B SaaS platform focused on immersive AI products.

- Increased website traffic by 80% and blog engagement by 210% through strategic content and storytelling improvements
- Defined marketing operations architecture, including CRM, automation, and performance analytics
- Collaborated with R&D and product teams to visualize complex concepts and support investor-facing communications
- Led experimental brand activations and interactive experiences tied to business goals

### Senior Director of Marketing, Digital Experience and Design

EBSCO Information Services

Ipswich, MA

04/19 – 09/22

Directed the global digital ecosystem for a \$2B education technology leader, aligning martech, content, and UX teams.

- Led multilingual CMS (Drupal) rollout across 15+ languages with centralized governance

# JIM MACLEOD

- Applied analytics, journey mapping, and stakeholder feedback to optimize user experience and site performance
- Oversaw SEO, A/B testing, and conversion initiatives tied to lead generation and content engagement goals
- Managed cross-functional team structure and marketing operations budget

## Director, Creative and Digital Marketing

Extreme Networks (Nasdaq: EXTR)      Salem, NH      05/12 – 04/19

Oversaw global digital brand transformation during multiple acquisitions, unifying creative, UX, and campaign platforms.

- Led full rebrand and digital integration across acquired business units and new product lines
- Managed UX, design, content, and web development teams to support campaign execution and platform scalability
- Improved lead attribution and analytics infrastructure in collaboration with Sales Ops and IT
- Launched 12 localized websites and introduced global SEO, CMS, and performance tracking systems

## ADDITIONAL EXPERIENCE

[Available on LinkedIn](#)

## CORE STRENGTHS

- Digital operations strategy
- Martech integration
- Cross-functional leadership
- Platform governance
- Campaign optimization
- Scalable systems
- UX and content architecture
- Analytics & reporting
- Stakeholder alignment
- Team building & mentoring

## PUBLICATIONS

*The Visual Marketer: The Marketer's Crash Course for Creating Memorable and Effective Visuals*  
Released March 2025 from Tilt Publishing

## EDUCATION

Keene State College	Southern NH University
BS, Graphic Design	MS, Marketing
Minor, Art	New Media & Communications