WEB MANAGER

Skill Highlights

- E-commerce Analysis & Integration
- Landing Page Optimization
- Website Roadmap Development
- Search Engine Optimization
- Web Usability Best Practices
- A/B Testing Strategy
- KPI Development & Analysis
- Conversion Goal Assessment
- Information Architecture
- Team Leadership
- Vendor/Supplier Relations

Professional Experience

Web Manager 01/2013 to 01/2016 Brightstar Corp Southlake , TX

- Execution lead for website strategy and presence for over ten websites, working with executive stakeholders across the organization.
- Directed team including content analyst, designer, developer and copywriter.
- Driving force behind customer experience enhancements and internal/external architecture improvements based on analysis of content, page construction, path links and visual design.
- Leveraged analytics tools to identify high-impact improvements.
- Created distributed reports of KPI's using Google Analytics to distribute analysis.
- Selected Achievements: 1200% conversion Increase achieved using data, risk management and a strategic.
- Received PRSA SilverLink Award for design and deployment of a new internal portal serving over 30k authenticated users.
- mytcc.tulsacc.edu).

Web Marketing Manager 01/2011 to 01/2013 Pearson Warwick , RI

- Efficaciously led and completed top-down re-design for global website, Lowrance.com.
- Oversaw internal/external creative and development teams.
- Aligned marketing efforts with best practices in UX, SEO, architecture and metric analysis to meet online marketing objectives.
- Executed promotional landing pages with strong emphasis on SEO elements and visual design to drive conversions.
- Collaborated cross-departmentally to translate business objectives into new online marketing technologies.
- Built proactive relationships with global counterparts and senior leaders to generate consensus and drive web deliverables.
- Selected Achievements: Conceptualized new marketing features including: a searchable database, product facets, product comparison tools and promotions, partnering with stakeholders to execute.
- Coordinated translation and localization work spanning eight countries.

Web Analyst 01/2009 to 01/2011 H&R Block Findlay , OH

- Lent creative and marketing expertise to drive successful re-design and launch of company's global website.
- Contracted to establish company-wide SEO strategy and document processes.
- Created new product marketing pages by analyzing placement of images, copy, specs, comparison features, and links to special programs applying best practices in customer experience.
- Selected Achievement: Conceptualized 360Â° exploration feature of products, partnering with Product Marketing Managers, CAD designers and design agency to gain product insights and implement feature.
- waratah.com - select 360Â° tab) E-commerce Growth Strategist | Product Development.

Founder 01/2003 to 01/2009 Flying South City , STATE

- Owned strategic planning and launch of two e-Commerce sites.
- Milestones included market research, competitive analysis, UX design, information architecture, SEO, link building and content creation.
- Invented, manufactured and imported a unique product from China to generate over $1M in sales.
- Scaled the business by developing and distributing a large merchandise line internationally with over 40 individual SKUs.
- Deployed customer acquisition efforts to find and market to distributors and retailers, maintaining relationships.
- Managed all digital marketing, i.e., email campaigns, organic SEO, SEM, paid search, paid ads and analytic measurement.
- Improved customer conversion paths, making site updates to meet revenue goals.
- Performed all B2B and B2C communications, provided pleasant customer service and creatively solved problems.
- Selected Achievements: Executed SEO strategy to achieve placement in top ten Google results.
- Pioneered two subscription-based, e-Commerce revenue models in 2004.
- One focused on delivering monthly orders of food, and the other was dedicated to monthly deliveries of toys, each with varying price points and options.

Education

Bachelor of Science : Information Technology Web Development Information Technology Web Development

Inbound Marketing Certification, Hubspot Webmaster Certification Fairleigh Dickinson University

Skills

Adobe Creative Suite, Ad, Ads, analyst, agency, B2B, CAD, CMS, com, competitive analysis, content, content creation, Conversion, copywriter, CSS3, customer service, database, Driving, Drupal, e-Commerce, Ecommerce, email, features, Google Analytics, UX, HTML5, pHp, Information Architecture, JavaScript, Team Leadership, Director, market research, marketing, market, online marketing, Optimization, developer,

Page, processes, Product Development, Product Marketing, risk management, sales, Search Engine Optimization, SQL, Strategist, Strategy, strategic, strategic planning, translation, unique, visual design, Website, websites, Web Marketing, WebMaster