Jason Szova

Senior Website Project & Account Manager

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Professional Summary

Client-first Website Account & Project Manager with 7+ years leading complex, multi-stakeholder web projects from discovery through launch. Bridges strategy, design, and engineering to deliver on-time, on-budget launches that convert. Fluent in WordPress/Webflow/Shopify, GA4/GTM, and SEO/CRO best practices; comfortable translating technical requirements into clear roadmaps and sprint plans. Experienced in AI-assisted site generation and workflow automation using Lovable.dev, Make, and Supabase to accelerate delivery and reduce scope creep.

Core Competencies

Enterprise Website Project Management

Client Communication & Account Growth   Scope/Budget/Timeline Management

SEO, CRO & Analytics (GA4, GTM)   Reporting & Insights

Technical Requirements Gathering   Prioritization & Risk Management

Vendor Coordination   AI-Driven Workflows & Automation

Email & Funnel Strategy   CMS & eCommerce Platforms

WordPress, Webflow, Shopify

Professional Experience

Senior Website Account & Project Manager — ClickAdMedia.co (Freelance, Remote)

- Lead cross-functional teams to ship enterprise-grade websites for SaaS, agency, and technical-services brands. Own the lifecycle across discovery, requirements, UX/UI, development, QA, and launch while managing scope, budget, and risks.
- Translate goals and technical requirements into tickets, milestones, and timelines (ClickUp/Trello/Slack).
- Coordinate devs/designers/SEO; run standups, sprint reviews, stakeholder demos, and UAT.
- Implement analytics (GTM/GA4), dashboards, and post-launch growth plans (SEO/CRO/content).
- Build AI-accelerated microsites and workflows with Lovable.dev + Supabase; reduce time-to-launch.

2021 – 2023

QA Software Analyst — MediaJel (Remote)

- Owned manual QA and bug analysis across multiple web apps and marketing tools; collaborated with engineers and product to raise product quality and ship reliably.
- Investigated and reproduced defects with clear steps to reproduce, logs, and visual evidence (screenshots/HAR).
- Assessed severity/priority; triaged in Jira; partnered with engineering on root-cause analysis and verification of fixes.
- Designed and executed regression suites; maintained smoke tests for each release.
- Performed cross-browser/device testing (Chrome, Firefox, Safari, Edge; iOS/Android) and validated analytics events (GTM/GA4).
- Conducted API testing with Postman; used basic SQL for data validation across environments.
- Collaborated with Product on acceptance criteria and suggested UX/feature improvements informed by QA findings.

2025

Website Project Lead / Digital Strategy Consultant — SiteFoundry Pro / ClickAd Media

• Managed multi-site programs for construction, manufacturing, and local services. Ran discovery, aligned stakeholders, and launched CMS/eCommerce builds tied to business KPIs.

• Implemented WordPress/Webflow & WooCommerce/Shopify with CRM/email integrations.

• Directed QA, UAT, and handoff; established SOPs/maintenance plans to convert launches into retainers.

• Led SEO foundations (site architecture, internal linking, technical hygiene) and CRO tests.

Education & Certifications

• **Google Analytics 4 Certified**
• **Project Management for Digital Agencies** — Coursera
• **AI for Marketing & UX Systems** — Ongoing

Tools & Platforms

| Trello | Slack | ClickUp | Notion | Google Tag Manager | GA4 |

| Search Console | SEMrush | WordPress | Webflow | Shopify |

| WooCommerce | Supabase | Lovable.dev | ChatGPT | Make |

| N8N | Zapier | Canva | Systeme.io |

Let's Work Together   Ready to deliver exceptional web experiences? Let's discuss how I can help drive your next project.