

# 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 (Discovery → Strategy → Design → Dev → QA → Launch)
- Client Communication & Account Growth • Scope/Budget/Timeline Management
- SEO, CRO & Analytics (GA4, Tag Manager, Search Console) • Reporting & Insights
- Technical Requirements Gathering • Prioritization • Risk Management • Vendor Coordination
- AI-Driven Workflows & Automation (Lovable.dev, Make, Supabase) • Email & Funnel Strategy
- CMS & eCommerce: WordPress, Webflow, Shopify, WooCommerce

## Professional Experience

**Senior Website Account & Project Manager** — Rev■Elate Digital / Freelance (Remote) | 2020 – Present

Lead cross-functional teams shipping enterprise-grade websites for SaaS, agency, and technical-service brands. Own end-to-end lifecycle across discovery, requirements, UX/UI, development, QA, and launch while managing scope, budget, and risks.

- Gather goals and technical requirements; convert into actionable tickets and timelines (Trello, Slack).
- Coordinate developers, designers, and SEO specialists; run standups, reviews, and stakeholder demos.
- Implement analytics & tracking (GTM/GA4), dashboards, and post-launch growth plans (SEO/CRO/Content).
- Build AI-accelerated workflows and client microsite prototypes using Lovable.dev.
- Maintained 100% on-time delivery across 12+ large builds while increasing retention and upsells.

**Website Project Lead / Digital Strategy Consultant** — ClickAd Media / SiteFoundry Pro | 2016 – 2020

Managed multi-site programs for construction, manufacturing, and local services. Ran discovery and requirements, aligned stakeholders, and launched CMS and eCommerce builds that moved key metrics.

- Implemented WordPress/Webflow & WooCommerce/Shopify builds with CRM/email integrations.
- Directed QA, UAT, and handoff; set up SOPs and maintenance plans to convert launches into

retainers.

- Led SEO foundations (site architecture, internal linking, technical hygiene) and CRO experiments.

## Selected Enterprise Project

**SiteFoundry Pro (Enterprise CMS & Lead■Gen Platform)** — Project lead across discovery → launch; coordinated design, development, and SEO teams; integrated GA4/GTM, CRM, and performance reporting. Result: accelerated builds and smoother handoffs; created a repeatable framework for future multi-site deployments.

## Education & Certifications

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

## Tools & Platforms

Trello • Slack • ClickUp • Notion • Google Tag Manager • GA4 • Search Console • SEMrush • WordPress • Webflow • Shopify • WooCommerce • Supabase • Lovable.dev • Make (Integromat) • Zapier • Canva • Systeme.io