

Digital Product Manager • Wordpress Developer • CMS Consultant

High impact web professional with a proven track record of planning and executing large-scale digital strategy operations leveraging cross-functional stakeholder and project management capabilities. Implemented and iterated key SEO, content marketing and lead generation initiatives for B2B & B2C web properties in corporate and institutional spaces. Skilled communicator and creative problem-solver who values focus, collaboration and data-driven results.

CERTIFICATIONS (CURRENT)

- Google Ad Academy: Google Analytics (Individual Qualification)
- Hootsuite Academy: Social Media Marketing
- Hubspot Academy: Content Marketing, Growth-Driven Design, Inbound, Inbound Marketing
- SEMrush Academy: Competitive Analysis, Content Marketing, PPC, Site Audit, Technical SEO
- Scrum.org: Professional Scrum Master (PSM-1)

TECH SKILLS

- Front-end & Backend: PHP, CSS, HTML, Javascript, WordPress, MySQL
- Other Tools: Adobe CS (Photoshop, Illustrator, etc), Chat GPT & Agent GPT, MS Office, ZOHO

PROFESSIONAL EXPERIENCE

J-STAR Research, Inc, South Plainfield, NJ • 04/2022 – present

Enterprise Technology Manager

Redesigned legacy B2B marketing site for pharmaceutical CRO, drove project to select ELN (Electronic Lab Notebook) system, built and implemented custom business applications for Operations Dept.

- Interviewed stakeholders, documented requirements, drove content refresh, developed and maintained internal and external websites; managed hosting, social and CRM platforms and vendors; achieved 10x web traffic growth
- Supported lead generation efforts; filmed tutorials and trained team members.

SOLE PROPRIETOR, Miami Beach, FL • 04/2013 – 03/2022

Digital Marketing Strategist

Assumed ownership of failed/failing design agency web projects and brought them in-house, saving clients an estimated \$200,000. Helped pharmaceutical (Raptorpharma.com) and safety software (Petrotechnics.com) start-ups generate leads and raise funding through UX optimization and content marketing best practices.

- Interviewed stakeholders, documented requirements, drove content refresh, developed and maintained internal and external websites; managed hosting, social and CRM platforms and vendors; achieved 20% YoY web traffic growth
- Managed Hubspot landing pages and web forms; filmed tutorials and trained team members.

ASTADIA, Remote US, West Coast • 03/2013 – 08/2013

Marketing Automation Specialist

Supported Eloqua email marketing campaigns and conducted market research and reporting.

HARVESTMARK, INC, Redwood City, CA • 06/2012 – 10/2012

Content Management Strategist

Redesigned legacy B2B marketing site for produce traceability SaaS start-up.

- Conducted SEO and content audits, redesigned information architecture, implemented Marketo lead

ALEXANDER H. GULDBECK

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generation best practices and reduced bounce rate by 30%.

GENWORTH FINANCIAL, Pleasant Hill, CA • 10/2009 – 02/2012

Web Content Manager / CMS Expert

Managed content strategy and operations for ewealthmanager.com, a mission critical B2B/B2C cloud platform representing \$24 billion in assets (#3 asset management SaaS platform in the industry).

- Executed Salesforce Marketing Cloud / ExactTarget campaigns to achieve marketing objectives
- Led a cross-functional team to source \$600,000 Sitecore CMS for a strategic product launch.
- Saved company \$50,000 a year by documenting legacy CMS and training administrator on its use
- Executed content audit and inventory, developed content matrix, taxonomy and meta-tags to drive migration of 2,740 critical financial documents from legacy CMS to new framework.

GENESYS TELECOMMUNICATIONS LABORATORIES, Daly City, CA • 12/2008 – 09/2009

Web Producer

Planned and executed migration of call center SaaS platform static marketing site (genesyslab.com) to CMS to achieve goals of rapid experimentation and iteration.

SUCCESSFACTORS, San Mateo, CA • 07/2007 – 11/2008

Marketing Communications Webmaster

Designed and maintained domestic and global B2B web sites for HRIS SaaS start-up.

- Coded and released new sections on successfactors.com for segments and verticals; built Siebel CRM landing pages; posted weekly podcast episodes, blog updates and press releases.
- Worked with lead developer to build new CMS; developed tutorials and trained users.
- Collaborated with international marketing teams and translation firms to develop 5 localized APAC and LATAM microsites and expand 7 existing EMEA web portals.

UNIVERSITY OF SAN FRANCISCO SCHOOL OF LAW, San Francisco, CA • 05/2006 – 06/2007

Assistant Director of Web Strategy and Operations

Planned and executed migration of legacy law school and law library sites to enterprise-wide CMS.

- Partnered with user groups across departments to identify requirements, gather content and develop information architecture; evaluated CMS platform and made accessibility recommendations; designed, developed and re-launched usfca.edu/law/ and usfca.edu/law/library/.
- Documented all procedures and created tutorials for users.

FREMONT GROUP, San Francisco, CA • 08/1999 – 03/2006

Web Producer

- Built and maintained corporate websites and intranet for venture capital firm

EDUCATION

BA, History & English Literature, Oberlin College, Oberlin, Ohio, 1991