

Web Marketing Manager with 16+ years of experience managing B2B marketing websites, optimizing digital experiences, and driving measurable growth. Proven ability to manage and evolve CMS-driven websites (Sitecore, Sitefinity, WordPress), implement technical SEO best practices, and partner cross-functionally to deliver conversion-focused landing pages and GTM campaign assets. Skilled at leveraging AI tools (ChatGPT, Gemini) to streamline workflows and enhance performance insights. Adept at balancing quick-turn execution with long-term site improvements that align with marketing and revenue goals.

PROFESSIONAL EXPERIENCE

BetterCloud

Web Marketing Manager | July 2023-Present

- Built and executed the company's first **website roadmap**—focusing on site speed, UX, and conversion rate optimization.
- Conducted a **technical SEO audit**, implementing fixes that improved Core Web Vitals to **100% on SEMRush**.
- Reduced mobile site load time from **21s to 3.4s** and desktop from **4.4s to <1s**.
- Increased conversion rate from **0.47% to 2.45%** and boosted **organic traffic by 55%**.
- Doubled cadence of content creation through **AI-powered workflows** for SEO metadata and on-page optimization.
- Designed and launched a high-performing pricing page - among the **top converting assets** on the site.
- Revamped **homepage and navigation** with improved internal linking, CTAs and user flow.
- Implemented structured **intake and tracking process** in Asana to prioritize web updates across teams.
- Integrated and trained an **AI chatbot** to streamline user interaction and increase visibility into sales opportunities.

Kantar

Marketing Automation & Digital Manager | April 2021 - July 2023

- Owned website content for the global Insights division, including high-profile campaigns and **BrandZ report launches**.
- Built and maintained **landing pages and microsites** (Sitecore), supporting demand gen campaigns and webinars.
- Planned, organized and executed the consolidation of two different instances of Pardot into a single platform.
- Wrote **best-practice documentation** for marketing teams to utilize Pardot to its full potential.
- Ran group and one-on-one training sessions around marketing automation.
- Created structure and organization in a shared Pardot instance (including outlining naming conventions and folder permissions). Set up guidelines on segmentation.
- Implemented **database hygiene protocols**, automated clean-up, and re-engagement programs.
- Designed and hand-coded **responsive email templates** and campaign assets, improving deliverability and engagement.
- Navigated maintaining global prospect lists, including Implemented double opt-in and enforcing GDPR.
- Supported in the creation of custom **ABM templates** and targeting.

Web Designer/Developer | July 2013 - April 2021

- Created and deployed assets for use on our website (Sitefinity) and social media channels (LinkedIn, Twitter, Facebook).
- Led the development of major campaigns: creating custom interactive HTML pieces (wireframes, mock-ups, HTML development, and QA testing) as well as promotional campaign assets (social media banners and HTML emails).
- Pardot administrator for Insights division and created best-practice documentation, custom templates, and trained teams.

Bulldog Solutions

Senior Production Artist | April 2008 - July 2013

- *Produced landing pages, websites, and HTML emails, ensuring cross-browser functionality and on-time delivery.*
- *Helped develop and maintain best-in-class processes for successful execution of these deliverables.*
- *Served as primary point of contact for troubleshooting web and campaign production issues.*

CORE SKILLS

- **CMS & Web Management:** Sitecore, Sitefinity, WordPress
- **Technical Execution:** HTML, CSS, JavaScript, Responsive Design, QA
- **SEO & Optimization:** Technical SEO, On-page SEO, GEO, Core Web Vitals, CRO
- **Analytics & Reporting:** GA4, Google Search Console, SEMRush, UTM frameworks
- **AI & Workflow Tools:** ChatGPT, Gemini, Asana
- **Collaboration:** Demand Gen, Content Marketing, RevOps/MOPs
- **Design & UX:** Wireframes, landing pages, conversion-driven navigation
- **Marketing Automation:** Marketo, Salesforce Marketing Cloud
- **Soft Skills:** Ability to plan ahead, work independently, and prioritize workloads; strong attention to detail and organization skills; Thrives in a fast-paced environment and always meets deadlines.

MY EDUCATION | CERTIFICATIONS

Salesforce Certified Marketing Cloud Account Engagement Specialist (2019)

SEMRush Competitive Research & SEO Toolkit (2025)

Google Squared Online - Digital Marketing Course (2019)

Associate Degree of Science in Digital Media (2006) | Full Sail University