

Eric Scott Jones

Senior Manager, Web / Digital Experience

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EXPERIENCE



Senior Website Manager

Xsolla 12/2022 - Present

- Leads strategic project planning, release management, and roadmap execution for Xsolla's corporate website (xsolla.com), ensuring alignment with business objectives and cross-functional initiatives.
- Builds and deploys responsive landing pages, implements graphical and UI enhancements, and manages end-to-end content operations across company web platforms, including Strapi, WordPress, and Webflow.
- Drives web marketing initiatives to improve customer experience (CX), user experience (UX), and SEO performance.
- Conducts recurring SEO, web performance, and UX audits using analytical tools and frameworks, integrating findings into iterative roadmap enhancements for continuous optimization.
- Functions as primary liaison between international teams and stakeholders, driving alignment, setting clear priorities, and managing expectations to ensure strategic goals are met.



Senior Web Developer

Garrett Holdings 04/2018 - 11/2022

- Designed original, user-centered UI/UX experiences that align with brand guidelines and strategic goals for custom WordPress sites, Miva Merchant eCommerce platforms, web apps, landing pages, and business tools.
- Led technical decision-making in collaboration with cross-functional teams, ensuring alignment between technical feasibility and business goals.
- Defined vision and strategy for data management by establishing scalable processes, implementing governance frameworks, and identifying the tools and technologies to support long-term data integrity and accessibility.



Senior Technical Project Manager

Tayloe/Gray 08/2016 - 04/2018

- Managed website and software projects using both Agile and Waterfall methodologies, adapting approaches to meet project scope, timelines, and stakeholder needs.
- Led the department with a team-first mindset, fostering a positive culture, boosting morale, and proactively identifying and removing blockers to support team success.
- Created technical documentation including roadmaps, user stories, acceptance criteria, site maps, flowcharts, functionality stacks, and storyboards to support backlog grooming and sprint planning.



Technical Project Manager

Wilmington Design Co. 10/2013 - 08/2016

- Implemented a tailored Waterfall methodology to define project scope, establish clear milestones, and manage deliverable timelines with precision.
- Created and delivered project proposals aligned with defined scopes and requirements.
- Fostered strong client relationships while actively supporting team morale, ensuring a positive, collaborative environment and high-quality web deliverables.
- Proactively delivered routine and value-added graphical and programming updates to enhance performance, usability, and visual appeal of existing websites.



Hosting & Customer Support Manager

sticky IT 03/2011 - 10/2013

- Expanded client base by 40% through exceptional customer support that consistently exceeded expectations, built trust, and drove long-term loyalty.
- Administered, maintained, and optimized Linux-based web and email server environments, ensuring secure, high-performance hosting with uptime reliability.
- Ensured the integrity and security of corporate data across peer workstations, on-premise servers, and network infrastructure.
- Confidently led engaging client training sessions on the company's proprietary web products and applications, ensuring a clear and enjoyable learning experience.

SUMMARY OF QUALIFICATIONS

With over a decade of experience in web strategy and development, I bring a hybrid of creative vision and technical precision to every project. As Senior Website Manager at Xsolla, I lead strategic planning, cross-functional coordination, and the full roadmap for our corporate site—driving initiatives that enhance performance, SEO, and customer experience. Whether building responsive landing pages, managing content systems like Strapi, WordPress, and Webflow, or aligning stakeholders across global teams, I thrive at the intersection of strategy and execution.

My technical background runs deep—from hands-on front-end development and UX optimization to architecting scalable web solutions across eCommerce and enterprise platforms. I've conducted extensive SEO and performance audits, implemented modern UI enhancements, and led data management strategy with an eye toward long-term scalability and governance.

What sets me apart is a strong belief in people-first problem solving. I build momentum across teams, clear blockers, and foster environments where creativity and collaboration can flourish. I've led teams through Agile and Waterfall methodologies, managed cross-departmental initiatives, and consistently delivered on high-stakes web projects with empathy, clarity, and curiosity. It's how I build better web experiences that drive results and elevate brands.

EDUCATION



MFA, Web Design & New Media

Academy of Art University
2010 - 2015



BSS, Multimedia Production

Ohio University
2001 - 2004

CERTIFICATIONS

Certified Scrum Product Owner (CSPO)

Scrum Alliance

FAA Part 107 Certified Remote Pilot

Federal Aviation Administration