

Eric Jones

Senior Manager, Web Strategy / Digital Experience

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EXPERIENCE



Senior Website Manager

Xsolla 12/2022 - Present

- Own and execute the corporate website strategy and roadmap, aligning global initiatives with C-level business objectives to drive growth, brand presence, and sales pipeline impact.
- Grew web traffic by 240% and user engagement by 250% within 24 months, transforming the corporate site into a high-performing digital growth engine.
- Oversee global content governance and localization, ensuring GDPR compliance, accessibility standards, and consistent digital experiences worldwide.
- Manage the publishing of landing pages, campaign assets, and digital content across the corporate website, ensuring accuracy, accessibility, and alignment with marketing priorities.
- Advise C-level leaders on emerging digital trends and leverage AI-driven tools for testing, UX improvements, and performance insights to maintain competitive advantage.



Senior Web Developer

Garrett Holdings 04/2018 - 11/2022

- Designed and developed custom, modern web solutions for corporate and eCommerce websites, enhancing usability, scalability, and customer experience.
- Managed the company's social media channels, email campaigns, and CRM systems, aligning digital communications with brand strategy and customer engagement goals.
- Implemented SEO best practices and site performance improvements, strengthening discoverability and engagement across platforms.
- Established data management and governance frameworks to ensure long-term analytics accuracy, campaign tracking, and reliable reporting.



Senior Technical Project Manager

Taylor/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

Senior digital and web marketing leader with 10+ years of experience driving website strategy, SEO, CRO, and UX optimization for global B2B SaaS and eCommerce brands. Combines a strong technical foundation in front-end development and CMS platforms with proven success in leading cross-functional teams and agency partners. Recognized for transforming websites into high-performing, conversion-focused growth engines that align with corporate objectives.

CORE COMPETENCIES

Website Strategy & Roadmap Ownership

SEO Strategy & Technical Optimization

CMS Platforms: WordPress, Webflow, Strapi, HubSpot

Project Management (Agile & Waterfall, CSPO Certified)

Analytics & Reporting (GA4, GTM, heatmaps, dashboards)

Localization & Content Governance

Cross-Functional Collaboration (Product, UX, Creative, Marketing, Dev)

UX & Accessibility Best Practices

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