

# ERIC JONES

## Senior Web Strategy & Operations Leader

(910) 465-0602 • eric@jones.digital • <https://www.linkedin.com/in/ericjones/>

### EXECUTIVE SUMMARY

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Global web strategy and operations leader with 15+ years of experience owning enterprise websites as critical product platforms. I specialize in translating complex business, customer, and technical needs into clear plans through roadmapping, initiative decomposition, and delivery sequencing that support scalable, reliable digital experiences.

I lead with empathy and active listening, taking time to understand team constraints, dependencies, and stakeholder priorities before shaping execution plans. This approach helps create clarity, reduce risk, and maintain momentum across cross-functional environments while keeping teams aligned and focused.

My work spans digital experience strategy, technical SEO, accessibility, performance optimization, and modern CMS ecosystems. I am known for establishing clear ownership, reducing operational friction, and turning strategy into shipped work through predictable execution and measurable outcomes.

### Experience

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#### Xsolla

##### Senior Website Manager

12/2022 - Present

- Owns and operates Xsolla's global website as a core business platform, defining the operating model, roadmap, and execution cadence to align with executive priorities and revenue objectives.
- Drove 240% growth in website traffic and a 250% increase in user engagement through disciplined SEO, UX, performance, and platform optimization.
- Establishes governance across web operations, including publishing workflows, QA standards, release coordination, and documentation to ensure stability, scalability, and predictable delivery.
- Serves as the connective layer between executive leadership, marketing, and engineering, translating business goals into clear requirements and executable plans.
- Leads recurring SEO, performance, and UX audits, integrating findings into the roadmap to continuously improve reliability, conversion, and site health.
- Builds and maintains pages and campaign assets across CMS platforms, including WordPress, Webflow, and Strapi, ensuring accessibility, responsiveness, and quality at scale.



#### Garrett Holdings

##### Senior Web Designer / Developer

04/2018 - 11/2022

- Designed and delivered user-centered UI and UX solutions across custom WordPress sites, Miva Merchant eCommerce platforms, web applications, landing pages, and internal business tools, ensuring alignment with brand standards and business goals.
- Led technical decision-making in close collaboration with design, product, and business stakeholders, balancing feasibility, performance, and long-term maintainability.
- Established the foundation for scalable data management by defining processes, implementing governance standards, and selecting tools and technologies to support long-term data integrity and accessibility.



#### Tayloe / Gray

##### Senior Technical Project Manager

08/2016 - 04/2018

- Led delivery of complex website and software initiatives using both Agile and Waterfall methodologies, adapting execution models based on scope, dependencies, and client needs.
- Acted as the primary delivery owner, setting priorities, removing blockers, and maintaining momentum across cross-functional teams and external stakeholders.
- Produced and maintained technical and delivery documentation, including roadmaps, user stories, acceptance criteria, site maps, flow diagrams, and functional specifications to support planning, estimation, and execution.



#### Wilmington Design Co.

##### Technical Project Manager

10/2013 - 08/2016

- Managed end-to-end delivery of client web projects using a Waterfall methodology, ensuring scope clarity, milestone tracking, and on-time execution.
- Authored project proposals and requirements documentation to support accurate estimation and predictable delivery.
- Maintained strong client relationships while coordinating designers and developers to deliver reliable, high-quality web solutions.
- Led routine and value-added site updates, improving performance, usability, and overall site quality across active client accounts.

## Experience

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sticky IT

Hosting & Customer Support Manager

03/2011 - 10/2013

- Supported and scaled managed hosting services by administering Linux-based web and email servers with a focus on security, performance, and uptime.
- Maintained data integrity and system reliability across client environments, including servers, workstations, and network infrastructure.
- Built strong client relationships through responsive support and training, contributing to a 40 percent increase in the customer base.
- Delivered hands-on training and documentation to help clients successfully adopt and manage hosted web platforms.

## CORE COMPETENCIES

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Enterprise Web Strategy & Experience



Global Cross-Functional Team Leadership



Web Operations



Platform Governance



Technical Project Management



Web Platforms & CMS



Design Systems & UX



Localization & Global Translation Workflows



Data-Driven Roadmapping & Experience



UX/UI Design Leadership & Accessibility

## Education

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Academy of Art University  
MFA, Web Design & New Media

2010 - 2015



Ohio University  
BSS, Multimedia Production

2001 - 2004

## CERTIFICATIONS

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Certified Scrum Product Owner (CSPO) — Scrum Alliance

FAA Part 107 Certified Remote Pilot — Federal Aviation Administration