

# ERIC JONES

## Senior Website Strategy & Web Experience Leader

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### Executive Summary

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Senior website strategy and web experience leader with 15+ years of experience leading business-critical web platforms across B2B SaaS, digital experience, CMS operations, UX, SEO, analytics, and technical web delivery.

I specialize in treating websites as product experiences and growth platforms, not just publishing surfaces. My work focuses on making complex web ecosystems easier for users to navigate, easier for teams to operate, and easier for businesses to measure and improve.

At Xsolla, I lead web strategy and CMS operations for a global B2B SaaS website, partnering across marketing, product marketing, engineering, UX, SEO, analytics, and GTM teams to improve website structure, publishing workflows, QA, launch readiness, analytics visibility, and long-term platform scalability.

I'm strongest in roles where the website is business-critical and needs clearer ownership, stronger governance, better user journeys, improved discoverability, cleaner execution, and measurable growth impact.

### Experience

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#### Xsolla

##### Senior Website Manager, Web Strategy & Growth

12/2022 - Present

- Lead web strategy, CMS operations, UX improvements, analytics visibility, stakeholder alignment, search-informed site structure, and business-critical web initiatives for Xsolla's global B2B SaaS web ecosystem.
- Partner across marketing, product marketing, engineering, UX, SEO, analytics, and GTM teams to translate business priorities into clear web initiatives, launch plans, and measurable outcomes.
- Drove UX, performance, and information architecture improvements that contributed to over 200% growth in traffic and more than 250% growth in engagement.
- Partner on CRO and experimentation efforts by identifying journey friction, shaping improvement ideas, reviewing performance data, and prioritizing site updates with cross-functional teams.
- Delivered major redesign and platform updates that improved CMS scalability, publishing workflows, content operations, site quality, and long-term platform maintainability.
- Support lead generation and conversion-related systems, including booking workflows, conversion tracking, and CRM-connected web experiences through Salesforce and Pardot.
- Maintain hands-on involvement in CMS execution, QA, publishing workflows, release readiness, post-launch review, stakeholder alignment, and AI-enabled workflow improvements.



#### Garrett Holdings

##### Senior Web Developer & Digital Lead

04/2018 - 11/2022

- Led the design and development of custom WordPress and Miva Merchant eCommerce platforms from the ground up, delivering customer-facing websites, landing pages, and internal tools aligned to user experience and business goals.
- Owned technical decision-making across web development, hosting, integrations, and digital systems. Balanced performance, scalability, security, and user experience while partnering closely with design and business stakeholders.
- Served as the primary technical lead for web and digital systems, owning website infrastructure, integrations, platform reliability, and ongoing site operations.
- Built internal systems and workflows, integrating Forms on Fire with Dropbox to automate field reporting and client delivery, improving operational efficiency and supporting consistent reporting across 400+ client accounts.
- Implemented mobile device management using Samsung Knox, establishing scalable provisioning, security, and lifecycle management processes across the business.



#### Taylor / Gray

##### Senior Technical Project Manager

08/2016 - 04/2018

- Led delivery of complex website and software initiatives, including Miva Merchant implementations, adapting Agile and Waterfall approaches based on project scope, dependencies, and client needs.
- Owned end-to-end delivery, setting priorities, removing blockers, and driving execution across cross-functional teams and external stakeholders.
- Translated business requirements into clear technical plans, including roadmaps, user stories, acceptance criteria, and system flows that supported estimation and execution.

## Experience

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### Wilmington Design Company

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.



### 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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Website Strategy & Digital Experience

Web Platform Leadership

CMS Governance & Web Operations

UX & Information Architecture

SEO, AEO & Search-Informed Site Structure

CRO & Conversion Path Optimization

Analytics Visibility & Performance Reporting

QA, Accessibility & Launch Readiness

Technical Web Delivery

## Certifications

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Certified Scrum Product Owner (CSPO) — Scrum Alliance

FAA Part 107 Certified Remote Pilot — Federal Aviation Administration

## Education

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### Academy of Art University

Master of Fine Arts, Web Design & New Media



### Ohio University

Bachelor of Specialized Studies, Multimedia Production