

Jess is a digital design director, product manager, and people leader; she has experience executing enterprise-level website migrations, defining sitewide design and usability standards, and creating easily adopted, sustainable processes. Jess is known as an expert problem solver and instrumental in the creation, execution, and direction of the Gartner.com public site. Jess builds and directs high-performing, geographically dispersed teams with minimal supervision to consistently surpass yearly goals with high retention and strong direct-report feedback. Peers praise her calm nature, clear communication style, ability to task-switch, and stay organized.

## professional experience

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### Gartner

**Digital Marketing Associate Director** April 2020 – Present

**Digital Marketing Manager** October 2018 – March 2020

Product owner of Gartner's public-facing web properties, responsible for identifying and prioritizing website changes, opportunities, and problems, and then setting prioritization for IT project managers and developers. Partner with the creative, marketing, and optimization teams to define design solutions to improve the user experience and lead quality.

- Lead a \$1.6M+ initiative to launch international Gartner marketing sites on 10 top-level domains to drive SEO traffic and country-specific marketing activities in key sales regions. Scoped roles for the International Website team responsible for translation and interpretation of Gartner.com content onto country-specific TLDs.
- Oversee a 80k+ page corporate marketing site and 80+ individual conference sites that had 14.4M+ visitors in 2021 with a conversion rate up 24% over 2020.
- Established the Web Operations and Development team which plans and owns production work related to site integrations and daily maintenance. Across 2019 & 2020, the team grew from two members to eight and managed and executed 5k+ requests, two large-scale integrations, and multiple CMS consolidations.
- Relaunched Gartner's in-language Japanese marketing site in April 2019 to match new corporate branding and apply stronger tracking; in the first year, sessions doubled and newsletter sign-ups increased by 260%. Launched Gartner's in-language Chinese site in May 2020 which saw 11.4k sessions in the first 6 months.

### CEB, now Gartner

**Senior Web Designer** January 2017 – September 2018

**Web Designer** October 2015 – December 2016

**Associate Web Designer** October 2014 – September 2015

Scoped, queued, assigned, and managed hundreds of web and digital requests per year supporting CEB's public microsites, conference sites, email marketing, and intranet portals. Go-to designer for large-scale initiatives where planning, design, and development intertwined.

- Defined technical specifications as part of the content management system selection process for integrated Gartner and CEBGlobal websites; determined the templates and components required to migrate content from both sites into a cohesive interface. Across 2018, coordinated consolidation of nearly 10k public pages down to 800 high-value content pages and migrated the pages into one AEM instance. The consolidated Gartner.com realized a 3% traffic growth and 186% growth in leads YoY.
- Appointed as digital marketing lead during the Gartner visual rebrand initiative. Defined digital design requirements to meet web accessibility standards, create consistency in user interactions, and balance current design trends with established best practices to create a fresh look for all Gartner public web properties.

- Enabled distributed authoring by hosting training sessions on AEM; built a library of CMS documentation for teammates, contractors, and 100+ marketers; defined AEM templates for easy campaign page creation; and, hosted office hours for realtime guidance on building webpages.
- Improved inefficient processes by writing documentation, creating image resizing automation tools, and defining team operating procedures to ensure high-quality deliverables on time or ahead of schedule. On-boarded, coached, and oversaw queue for ten contractors and four entry-level teammates across 2016 and 2018.

## additional relevant experience

### **Digital Marketing Consultant**

Spot of Tea, October 2016 – August 2018

Primary web development and digital marketing support for a small start-up; helped inform design identity for the company; created site architecture and user flows; revised Squarespace templates to more closely resemble brand; monitored site traffic and provided content recommendations for SEO; and, taught business owners basic site maintenance.

### **Web Graphics Support Specialist**

Prometric, August 2013 – September 2014

Designed, coded, and maintained webpages; designed banner ads, logos, and other supporting web graphics; audited and updated pages for SEO; and, created print collateral including a library of company branded graphics to support promotional and proposal materials.

### **Seasonal Web Developer**

Inspire Your People, June 2013 – August 2013

Worked within LemonStand and WordPress to update and maintain the company's portfolio of websites; created and scheduled daily HTML emails; maintained distribution lists; and, implemented Google Analytics tracking.

## training & education

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### **General Assembly**

Product Management, March 2022

User Experience Design, December 2018

Digital Marketing, June 2018

### **PMTraining**

Project Management Professional (PMP) Training,  
March 2021

### **Pragmatic Institute**

Pragmatic Marketing Certified: Foundations & Build,  
March 2019

### **James Madison University**

B.A., Media Arts & Design

## skills & technology

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### **Content Management Systems**

Adobe Experience Manager (AEM), SharePoint,  
Squarespace, TeamSite, WordPress

### **Design Platforms**

Adobe Creative Suite:

Illustrator, InDesign, Photoshop, XD  
Figma, InVision, Sketch

### **Digital Tools**

Eloqua, Google Analytics, SnapApp, Vidyard

### **Languages**

HTML, CSS, JQuery Libraries

### **Project Management Platforms**

Basecamp, Monday, Jira, Trello, Workfront, Workgroups

### **Testing Platforms**

CrazyEgg, Google Optimize, Hotjar, Optimizely