

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

Kofax

Senior Manager, Web & Multimedia November 2022 – Present

Website subject matter expert for Kofax's public website accountable for website production management, user experience, technical enhancements, and elevating the website visual identity. Partner with creative, product marketing, and field marketing to enhance pages for conversion rate optimization. Manage and upskill two website production teammates in India; work with globally distributed stakeholders and vendors.

- Designed key pages for RETHINK campaign then implemented design edits using CSS overrides in the SiteCore to reduce time to market and development costs for an evolving design system. Currently, documenting changes to be implemented sitewide with Figma mockups, annotated CSS, and development stories.
- Defining website measurement procedures for traffic, SEO, and site health leveraging various platforms (GA4, SEMRush, Google Search Console, Lighthouse/PageSpeed Insights) then translating data into slides, reports, and dashboards with the goal to demonstrate site improvement and ROI to senior leadership.

Gartner

Digital Marketing Associate Director April 2020 – November 2022

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.
- Oversaw 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.

training & education

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

Content Management Systems

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

Design Platforms

Adobe Creative Suite:

Illustrator, InDesign, Photoshop, XD

Figma, InVision, Sketch

Digital Tools

Eloqua, Google Analytics, Google Looker Studio, Google Search Console, Google Tag Manager, SEMRush, SnapApp, Vidyard

Languages

HTML, CSS, JQuery Libraries

Project Management Platforms

Asana, Azure, Basecamp, Jira, Monday, Workfront, Workgroups

Testing Platforms

CrazyEgg, Google Optimize, Hotjar, Optimizely