

# Jonathan Tucker

Marketing Management Executive

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## Summary

Digital marketing leader specializing in:

- Technical SEO
- On-Page SEO
- Off-Page SEO (GBP)
- SEO Content Strategy
- Web development
- UI/UX
- Analytics
- Business Analysis (BRD)
- Product Management (PRD)
- Strategic Roadmapping
- Sprint Planning
- User Stories & Case Studies
- Project Management & Product Management
- Google Cloud Platform (GCP)
- Client Service Management
- Relationship Management
- Generative AI (Gemini, ChatGPT)
- Project Delivery & Project Management
- Scoping & Resourcing
- Conversion Rate Optimization
- B2B Marketing
- B2C Marketing
- Product-Led Growth
- SaaS Marketing
- eCommerce Implementation & Marketing (Shopify, WooCommerce, Salesforce)
- Paid Search Advertising (PPC, CPA)
- Paid Social (FB, IG, Pinterest, TikTok)
- Promotional Strategy

## Skills & Certifications

- Front-End Development Stack:
  - HTML, CSS, JavaScript, jQuery, Twig
- CMS Stack:
  - PHP (WordPress, Drupal)
  - .NET (SiteCore, Kentico)
- Search Engine Optimization
  - Technical (Dynamic Schema, Complex Site Crawling, Information Architecture)
  - Content (Keyword Research, AI generative results optimization, Content Writing)
  - Off-Page ( Backlinking, local search optimization and citation management)
- Product Management
  - Sprint Roadmapping
  - Product Requirements Documentation (PRD)
- Business Analysis
  - Business Requirements Documentation (BRD)
  - Technical & Functional Requirements Gathering
- Marketing Lifecycle Management
- Team Leadership & Mentorship
- Research & Customer Insights
- DevOps
  - DNS Management, CI/CD, Deployment Workflows via

- AWS/EC2, Azure DevOps, Jenkins
- Analytics
  - Google Analytics 4 (Certified), Google Tag Manager, Looker Studio, Complex Event Tracking, Google Search Console
- Conversion Rate Optimization
  - Proficiencies with Optimizely, Hotjar, VMO
  - 6+ years experience in A/B & Multivariate testing
- Contract & Negotiations KPIs
- Third-Party Relationship Management
- Sprint Management & Agile Methodologies
- Waterfall & Software Development Lifecycle Methodologies (SDLC)

## Professional History

### Robot Logic Marketing

Aug. 2017 - Present

#### Owner / Director of Technical Strategy

- Responsible for all technical strategy and content strategy for all clients.
- Managed all Product Marketing for Product-Focused Clients, specifically in the TTRPG space developing Virtual Tabletop Applications, including Sprint Planning/Roadmapping, Product Requirements Planning, and Aligning Marketing Strategy to Product Release Schedules
- Responsible for all SEO strategy for all clients, including technical & schema based strategy, on-page SEO, content strategy and content roadmapping.
- Led team of website developments supporting WordPress, Drupal, Shopify, .NET.

### Creative Planning

Dec. 2022 - May 2024

#### Digital Experiences Manager, Website and SEO

- Delivered 64% increase in top of funnel conversions (YoY) by redesigning, developing and architecting a new website using best hat technical and on-page SEO strategies.
- Increased organic traffic by 120% by revising marketing content through SEO strategies.
- Increased website conversion rates by an average of 10% every quarter through consistent A/B and multivariate testing on marketing website. Led the transition from Universal Google Analytics to Google Analytics 4, which preserved the impending loss of top of funnel data tracking due to Universal Analytics sunset.
- Built Looker Studio reports that combined Top of Funnel performance data and Bottom of Funnel acquisition data, which allowed us to prioritize marketing channels to invest in.
- Managed relationships with third-party vendors, including web designers, UI resources, and Data Integration Specialists.

## **Edelman Financial Engines**

**Jul. 2019 - Nov. 2022**

### **Senior Digital Marketing Manager, Website and SEO**

- Delivered 20% annual increase in organic traffic every year to the marketing website.
- Led a team of digital content creators and SEOs, conducting one on ones and goal setting.
- Led SEO strategic for organization, establishing organic growth as a strong marketing channel, helping deliver over 100 million dollars in assets under management.
- Technical Director for marketing website; led team of web designers and web developers using hybrid SDLC roadmapping in order to increase the site speed performance and improve on the overall user experience of the website.
- Deployed over 20 A/B & multivariate tests, resulting in increased conversion rates that brought in an additional 20 million in assets under management.
- Technical strategic lead for marketing channels, including paid search, affiliate marketing, email marketing, and promotional marketing.
- Responsible for delivery of projects outside of the marketing department, including the initial scoping, level of effort, requirements gathering, and final deployment/delivery.

## **Artisan Technology Group**

**Feb. 2019 - July 2019**

### **Digital Marketing Manager, Brand / Website / SEO**

- Led Brand research to establish the Artisan style guide which were used to develop promotional marketing materials and marketing website.
- Led website design and development, launching a full marketing website in 2019 for the purpose of lead generation.
- Established analytics and data tracking plan for the organization using Google Analytics, Google Tag Manager, and Google Search Console
- Led SEO strategy and execution, leading to the acquisition of several key clients and generating revenue, attributed to organic search in B2B marketing.
- Responsible for requirements gathering for lead aggregation projects and outbound marketing efforts.

## **Blue Rivet**

**January 2018 - January 2019**

### **Director, Digital Delivery and SEO**

- Established SEO as a service for new clients, which generated over \$40,000 in revenue in 60 days.
- Led a team of business analysts and developers, completing 4 major SaaS and Web Application projects within the span of a year.
- Acted as Development overflow for WordPress and .NET projects in Kentico.
- Responsible for maintaining client relationships with clients in both the public sector and private sector, including requirements gathering, scoping, managing relationships with regular touchpoints and final delivery/deployment of projects.

## **GlynnDevins Advertising**

**January 2017 - January 2018**

### **Technical Director**

- Led team of front-end and back-end developers, content creators, DevOps engineers, and analytics specialists to build over 40 large scale promotional websites within a single year in the senior living industry.
- Responsible for writing scopes of work for website build projects, and estimating the level of effort for all disciplines that touch the website development process from start to finish.
- Managed technical relationships with over 50 different senior living clients at any given time.
- Responsible for code review for every website on LAMP stack
- Responsible for debugging and architecting technical solutions for all client websites and platforms.
- Responsible for maintaining relationships with over 40 different senior living communities as their technical consultant and liaison.
- Responsible for delivery of website projects, as well as scoping, and resourcing based on the project requirements.

## **Red Fuse Communications**

**April 2015 - October 2016**

### **Technical Business Analyst**

- Responsible for client project requirements documentation and communication with the Red Fuse team.
- Elicited and documented all functional and business requirements for client projects
- Responsible for writing user stories, personas, and ensuring that the development team clearly understood the build requirements.

## **Valorem Consulting**

**July 2014 - April 2015**

### **Business Analyst & Solutions Consultant**

- Elicited business and functional requirements for updates to the provisioning engine and site content updates for Microsoft Office Demos and Customer Immersion Experience.
- Managed DevOps and task prioritization for Tier 1 and Tier 2 support

## **Education**

### **Master of Educational Technology**

*University of Missouri*

**Graduated 2014**

### **Bachelor of Music, Emphasis on Music Technology**

*University of Central Missouri*

**Graduated 2007**