# JOHN LEGER

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# TECHNICAL VISIONARY

A visionary marketing leader with expert level experience utilizing multiple tools and technologies to strategize, design, develop, maintain, and optimize highly effective, lead generation, and multi-lingual websites for enterprise level B2B, private, public, and pre-IPO companies.

# SKILLS

* An inspirational leader, professional digital marketer, and mentor with 20+ years working with highly innovative development, creative, and marketing teams, who loves people, has high emotional intelligence, has positive attitude and influence, a strong work ethic, and an unquenchable passion for learning new tools and technologies.
* A full LAMP stack developer and highly creative problem solver with 20+ years of experience designing and developing websites using a combination of: AEM, Acquia Drupal, Joomla, WordPress, HTML5, CSS3, JavaScript, jQuery, AJAX, SASS, LESS, XML, Git, GitHub, Bitbucket, SEO, CRO. Gantry Framework, Bootstrap, Adobe CC, CDN/WAF, TMS, Salesforce, Marketo, HubSpot, Google Analytics, Adobe Analytics, and various APIs.

**PROFESSIONAL EXPERIENCE**
**Automation Anywhere,** San Jose, CA **Nov 2022 - Present**

## Senior Director, Web Content & Strategy

* + Lead an agile team of 35+ Frontend/Backend Developers, DevOps, QA experts, UI/UX Designers, SEO experts, Project Managers, Web Producers, Web Content Strategists, and Web Analytics.
	+ Lead 1:1 mentoring sessions for entire team, because leaders raise up leaders.
	+ Led team through multiple major migrations, including Joomla CMS to Acquia Drupal CMS, GlobalLink TMS to RWS TMS, and CloudFlare to Akamai.

**Automation Anywhere,** San Jose, CA **Mar 2019 - Oct 2022**

## Director, Global Web Development & Marketing

* + Built and led an agile team of 30+ Frontend/Backend Developers, DevOps, QA experts, UI/UX Designers, SEO experts, Project Managers, and Web Producers for once touted as, “the fastest-growing enterprise software company ever”.
	+ Setup Jira and weekly Sprints to manage 300+ tasks of which 20 - 30% are usually P0 requests.
	+ Led team through multiple successful marketing integrations, such as SearchUnify Federated Search, Salesforce B2B Commerce, CloudFlare CDN/WAF, GlobalLink TMS/Proxy Solution, Chili Piper, and Drift.
	+ Envisioned the creation of 10 custom components which empowered various teams to self- service sections of the site.
	+ Strategized with CMO, VPs, Digital Marketing, Product Marketing, Web Content Strategy, CRO Team, Globalization, IT, and various other stakeholders.
	+ Moved Global website from a medium performance and single point of failure server architecture to a powerful redundant server architecture with dynamic scaling, failover, and disaster recovery.
	+ Initiated Business Impact Assessment and created the Web Team’s Business Continuity Plan.
	+ Influenced C-Suite for authorization to higher SEO experts who were able to able to move our ranking for highly competitive keywords from greater than 100 to the top 5 in less than 9 months.
	+ Supported CRO Team with A/B and multivariate testing of various website CTAs, modules, components, assets and forms, and LPs which doubled the click-through rates.
	+ Redesigned, developed, and optimized top lead generating LPs and improved conversion rate 2.5X.
	+ Exceeded Digital Marketing sourced pipeline expectations by 10%.
	+ Reduced sitewide Bounce Rate to 27.5% (-27.6% decrease YoY), increased sitewide Conversion Rate to 5.56% (42.9% increase YoY) and increased Average Total Time on Site to 10:20 (51.8% increase YoY).
	+ Support several hundred internal customers and helped to manage 8 external agencies.

**Automation Anywhere,** San Jose, CA **Jan 2019 – Mar 2019**

## Director, Global Web Development & Marketing

* Strategic role in the web development team drawing heavily on both development and marketing experience.
	+ Developed custom PHP script to help Globalization Team in their translation efforts.
	+ Project Led the team who quickly optimized all company YouTube channels.
	+ Developed process documentation for non-existent or broken processes.
	+ Project Lead the Team involved in optimizing the company blog.
	+ Quickly promoted to Director, Global Web & Marketing role in 2 months.

 **CA Technologies,** Islandia, NY **2016 - 2019**

## Senior Web Developer / Digital Marketing Professional

* + AEM Area Manager and lead developer for the Automation BU section of company website in 3 languages.
	+ Developed embeddable lead generation marketing tools that generate 100s of instant MQLs monthly.
	+ Managed SEO optimized and highly successful Continuous Delivery Map which increased organic traffic by 20%.
	+ Created highly effective lead generating landing pages which increased conversion rates from 1% to 7.09%.
	+ A/B testing of various website modules, components, assets and forms, which doubled the click-through rates.
	+ Exceeded Digital Marketing sourced pipeline expectations by 10%.
	+ Supported over 300 internal customers and managed 10 external agencies.
	+ Managed and mentored a small team of junior developers.
	+ Collaborated with Content Hub to build and execute plans across multiple digital platforms.
	+ Collaborated with Product Marketing to better align messaging, content, and digital assets.
	+ Strategized with CMO, Digital Marketing, Product Marketing, Content Hub and various other stakeholders.
	+ Managed multiple Rackspace Cloud Servers, Load Balancers, Cloud DB, and SSL Certificates.
	+ Lead role in site migration from Automic Software acquisition, which was the largest in the history of CA.
	+ Designed and developed multiple embeddable Adoption Maturity Models for Product Marketing.
	+ Managed backup and disaster recovery plan for several sites.
	+ Considered a vital and strategic member of an award-winning Digital Demand Center.

**Automic Software,** Vienna, Austria **2014 - 2016**

## Senior Web Developer / Digital Marketing Professional

* + Project Lead for company website in English, German, and French.
	+ Managed the redesigned and development of a multilingual Drupal site with 10,000+ pages.
	+ Managed the company Intranet site and the Sales Academy site, both built using the Joomla CMS.
	+ A/B testing of various website modules, assets, and forms, which nearly doubled the click-through rates.
	+ Exceeded Digital Marketing sourced pipeline expectations by 4%.
	+ Created highly effective lead generating landing pages which increased conversion rates from 2.3% to 6.50%.
	+ Supported over 250 internal customers and managed 8 external agencies.
	+ Setup and Managed 10 Rackspace Cloud Servers and 4 Cloud DB servers.
	+ Scheduled and performed content updates requested by our worldwide marketing teams.
	+ Trained employees to perform minor content updates.
	+ Managed and mentored a small team of junior developers.
	+ Strategized with CMO, Digital Marketing, Product Marketing, and various other stakeholders.
	+ Lead role in site migration for ORSYP Software acquisition.
	+ Implemented corporate SEO and website campaign strategies.
	+ Member of the Branding Team responsible for the creation and execution of guidelines.
	+ Integrated dynamic Marketo forms and HubSpot forms with corporate websites.

**ORSYP Software,** Paris, France **2012 - 2014**

## Senior Web Developer / Digital Marketing Professional

* + Project Lead for company website in English, German, and French.
	+ Developed and managed 9 multilingual Joomla sites with a total of 6000+ pages.
	+ A/B testing of various website modules, assets, and forms, which almost doubled the click-through rates.
	+ Supported over 100 internal customers and managed 2 external agencies.
	+ Strategized with CMO, Digital Marketing, Product Marketing, and various other stakeholders.
	+ Trained employees to perform minor content updates and created a video tutorial archive.
	+ Managed Rackspace account, DNS, domain registration, and SSL certificates.

 **Joomla Harvest Consulting**, Salem MA **2002 - Present**

## Owner / Digital Marketer / Lead Web Developer

* + Negotiated and wrote contracts.
	+ Managed deliverables and expectations to consistently meet customer deadlines with a 100% success rate.
	+ Designed the information architecture to meet business goals and objectives.
	+ Created brand guidelines and custom designed logos.
	+ Created wireframes and full-site mockups to enable stakeholders to visualize the look and feel of the website.
	+ Guided the content creation process with a focus on SEO optimization.
	+ Strategized the LP creation process with a focus on UX/UI and lead generation.
	+ Designed and developed over 50 Joomla CMS websites for small B2C to very large B2B enterprise companies.
	+ Developed highly scalable and highly functional custom developed PHP applications.
	+ Cross-platform and browser testing to make sure UX is consistent, and sites are fully responsive.
	+ Managed multiple Rackspace and AWS Servers, Load Balancers, Cloud DB Server, DNS, and SSL Certificates.
	+ Created and managed backup and active disaster recovery plans.
	+ Managed billing and accounts receivable.

# MILITARY EXPERIENCE

**US Army,** Fort Drum, NY

**Aircraft Structural Mechanic**

# EDUCATION

**Elim Bible Institute,** Lima, NY

Summa Cum Laude | 3-Year Diploma