

John Leger

Visionary and Transformational Leader

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Profile

Executive leader with 20+ years of driving transformative web marketing by optimizing customer acquisition and user experiences to reduce friction using A/B testing, personalization, user testing, CRO, and storytelling, delivering double-digit growth YoY for enterprise B2B SaaS companies.

Skills

Vision & Roadmap

Web Content Strategy

SEO, CRO, & Personalization

Analytical

Business Strategy

Growth Marketing

Cross-Functional Team Management

Written and Verbal Communication

Data-Driven Decisions

Build Relationships

Work Experience

Senior Director, Web Content Strategy & UX

11/2022 — 03/2025

Automation Anywhere, San Jose, CA

- Identified optimization opportunities for the corporate website, increasing engagement rate by 27.6% YoY, site-wide conversion rate by 42.9% YoY, total time on site by 51.8% YoY, and reducing CAC by 15%.
- Organized Conversion Rate Optimization (CRO) initiatives, including A/B testing and personalization, which resulted in a 100% YoY increase in click-through rates, increasing marketing-influenced pipeline and MQLs.
- Streamlined updates by empowering cross-functional teams, reducing web engineering dependencies by 15%, and accelerating time-to-market for critical content by 75%.
- Collaborated with the Executive Team, VPs, Digital Marketing, Product Marketing, and IT to optimize sales funnel performance, refine forecasting, and align upselling opportunities.
- Chaired a monthly web council to break down silos across web properties, ensuring operational excellence, adherence to brand standards, and driving cross-promotion opportunities.
- Leveraged AI and automation to streamline reporting, marketing automation, and content creation, enhancing efficiency and scalability.
- Built and led an award-winning, agile, cross-functional team, including SEO, CRO, UI/UX Designers, Project Managers, Content Strategists, Copywriters, Web Engineering, QA, DevOps, and Analytics.
- Mentored high-performing teams, fostering professional development through 1:1 coaching, strategic thinking, performance metrics, continuous improvement, and equipping the team with strong project management skills.
- Enhanced user experience (UX) through user testing, optimizing messaging, design, layout, and user flows while ensuring WCAG 2.1 AA compliance.
- Monitored and reported web performance to executive leadership using Google Search Console, Google Analytics (GA4), Looker Studio, Tableau, and other analytics tools to leverage marketing insights and drive data-driven decision-making.

Director, Global Web Development & Marketing

03/2019 — 10/2022

Automation Anywhere, San Jose, CA

- Spearheaded SEO transformation, managed technical audits, keyword research, content gap analysis, internal linking, achieved Top 3 rankings for dozens of highly competitive keywords, driving a 40% YoY increase in organic traffic.
- Implemented Jira and agile methodologies to streamline project management, successfully overseeing 300+ concurrent tasks with 20-30% classified as PO priorities, improving team management and efficiency, and on-time delivery by 25%.
- Implemented targeted digital marketing campaigns, paid media, ABM campaigns, SEO, and UX strategies to boost engagement and conversions.
- Led enterprise-level marketing technology integrations, including Search Unify Federated Search, Salesforce B2B Commerce, Marketo, CRM, CloudFlare CDN/WAF, Content Delivery Networks, Global Link TMS, 6Sense, Chili Piper, and Drift.
- Led the major migration of the corporate website CMS to a high-performance, scalable, flexible, and redundant architecture with failover, dynamic scaling, and disaster recovery capabilities, achieving 99.9999% uptime and improving page load speed by 40% while maintaining security requirements.
- Led multiple platform migrations, including from Joomla to Acquia Drupal CMS, Global Link to RWS TMS, CloudFlare to Akamai, and Bynder to Widen Digital Assets Manager (DAM) with zero downtime.
- Built and managed the corporate web development team, with proficiency in WordPress, Drupal, DevOps, CI/CD Pipelines, QA, Version Control, Governance, Security, PHP, and various front-end development technologies (HTML5, CSS3, JavaScript, jQuery, AJAX, SASS, LESS, XML).

Senior Web Developer / Digital Marketing Professional

01/2019 — 02/2022

Automation Anywhere, San Jose, CA

- Spearheaded the retirement of unused servers and DBs mismanaged by an external agency, saving \$10 K+ monthly.
- Designed and developed a custom PHP translation tool, streamlining Globalization Team workflows and reducing manual effort by 40%, enabling faster web content localization on multilingual websites.

Founder & Owner

01/2002 — 01/2022

John Leger Consulting (DBA Joomla Harvest), Chattanooga, TN

- Habitually exceeded customer expectations by consistently meeting deadlines with a 100% success rate, effectively managing deliverables, and mitigating blockers.
- Drafted and negotiated client contracts, ensuring alignment with business objectives and legal compliance, facilitating smooth contract execution, and maintaining strong client relationships.
- Designed intuitive information architectures aligned with business goals and enhanced user experiences, creating user-friendly structures that improved SEO and navigation while ensuring WCAG 2.1 AA compliance.
- Created comprehensive brand guidelines and custom logos, establishing strong visual identities for clients and developing cohesive branding strategies that resonated with target audiences.
- Led web content strategy focusing on SEO optimization to improve visibility, engagement, and search rankings, driving a substantial increase in organic traffic.
- Strategized and designed landing page creation focused on UX/UI and lead generation, resulting in higher conversion rates and greater revenue.
- Supported dozens of clients from SMB B2C to enormous B2B enterprises, delivering high-quality web solutions that met diverse business needs and objectives.
- Built highly scalable and functional PHP applications tailored to complex business requirements, developing robust applications supporting business growth and operational efficiency.
- Managed all website infrastructure, including servers, DBs, load balancers, CDN/WAF, DNS, SSL certificates, and backups, ensuring reliability and security with a 99.9999% uptime.

Senior Web Developer / Digital Marketing Professional

01/2017 — 02/2019

CA Technologies, Islandia, NY

- Developed embeddable lead-generation tools that generated hundreds of Marketing Qualified Leads (MQLs) monthly and designed high-converting landing pages, boosting conversion rates from 1% to 7.09%.
- 1 of 500 leaders of 17,000+ employees chosen to participate in the company's year-long Leadership Development Program (LDP).
- Collaborated with cross-functional team leadership to align strategies, streamline workflows, and implement Account-Based Marketing (ABM) and lead-generation initiatives, ensuring seamless execution of key projects, a 15% boost in campaign efficiency, and stronger internal client relationships.



Military

US Army, Fort Drum, NY

Aircraft Structural Mechanic



Education

Elim Bible Institute, Lima, NY

Summa Cum Laude

3-Year Diploma