

## 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 PO 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 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