John Leger

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OVERVIEW

A visionary executive and effective communicator with 20+ years of leadership experience driving transformative marketing strategies, leading high-performing teams, and delivering measurable outcomes for enterprise companies. Proven track record of scaling web marketing, optimizing customer experiences, and accelerating revenue growth.

CORE SKILLS & EXPERTISE

- Strategic Leadership: Spearheaded large-scale website migrations and digital transformation initiatives, aligning cross-functional teams to achieve business objectives and improve operational efficiency.
- Revenue Growth: Increased site-wide conversion rates by 42.9% and achieved a 2.5X boost in landing page performance, directly contributing to pipeline growth and exceeding digital marketing targets by 10%.
- Customer-Focused Innovation: Leveraged user testing and UX/UI best practices to enhance customer acquisition, demand generation, and retention, resulting in sustained revenue acceleration.
- Enterprise SEO & Automation: Scaled enterprise SEO strategies and implemented automation solutions to optimize marketing workflows, reduce costs, and improve ROI.

PROFESSIONAL EXPERIENCE

Automation Anywhere, San Jose, CA   Nov 2022 – Mar 2025
Senior Director, Web Content Strategy & UX

- Built and led an award-winning, agile, and committed team of 10+ cross-functional experts, including SEO, CRO, UI/UX Designers, Project Managers, Content Strategists, Web Developers, QA, DevOps, and Web Analytics.
- Achieved measurable business growth for Corporate Marketing: Increased engagement rate by 27.6% YoY, site-wide conversion rate by 42.9% YoY, and total time on site by 51.8% YoY.
- Spearheaded CRO initiatives: Executed A/B and multivariate testing, doubling click-through rates, improving user experience metrics, and increasing pipeline, MQLs, and sales.
- Led a monthly web council to break down siloes across web properties to ensure brand strategy, brand identity, and brand positioning were up to our quality standards.
- Leveraged AI and automation: Streamlined reporting, marketing automation, and content creation process optimization to enhance efficiency and scalability.
- Mentored and developed high-performing teams: Fostered professional development through 1:1 coaching, creating a culture of innovation, collaboration, strategic thinking, and continuous improvement.
- Scaled enterprise SEO and B2B pipeline growth: Utilized AI-powered automation, data-driven marketing, and UX/UI innovation to drive measurable results.
- Enhanced user experience: Conducted user testing to optimize messaging, design, and layout, improving NPS, sentiment, and conversion rates.
- Expert in analytics and BI tools: Proficient in Google Analytics (GA4), Adobe Analytics, and data-driven insights and decision-making to optimize performance.
- Technical expertise: Skilled in leveraging LLMs (e.g., ChatGPT, DeepSeek) for web development, with proficiency in Acquia Drupal, WordPress, Adobe Experience Manager (AEM), and front-end technologies (HTML5, CSS3, JavaScript, jQuery, AJAX, SASS, LESS, XML).

Director, Global Web Development & Marketing   Mar 2019 - Oct 2022

- Spearheaded SEO transformation, achieving Top 3 rankings for dozens of highly competitive keywords, driving a 40% increase in organic traffic.
- Implemented Jira and agile methodologies to streamline project management, successfully overseeing 300+ concurrent tasks with 20-30% classified as P0 priorities, improving team management and efficiency and on-time delivery by 25%.
- Led enterprise-level marketing technology integrations, including Search Unify Federated Search, Salesforce B2B Commerce, CRM, CloudFlare CDN/WAF, Global Link TMS, 6Sense, Chili Piper, and Drift, enhancing site performance, user engagement, and lead generation by 35%.
- Led the major migration of the corporate website to a high-performance, scalable, and redundant architecture with failover, dynamic scaling, and disaster recovery capabilities, achieving 99.9% uptime and improving page load speed by 40%.
- Led multiple platform migrations: Successfully transitioned from Joomla to Acquia Drupal CMS, Global Link to RWS TMS, and CloudFlare to Akamai, ensuring seamless system optimizations with zero downtime.

Senior Web Developer / Digital Marketing Professional   Jan 2019 – Mar 2019

- Spearheaded the retiring unused servers and databases mismanaged by an external agency, saving the company over $10K monthly.
- Designed and developed a custom PHP translation tool, streamlining Globalization Team workflows and reducing manual effort by 40%, enabling faster web content localization.

CA Technologies, Islandia, NY   2016 - 2019
Senior Web Developer / Digital Marketing Professional

- 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%.
- Exceeded digital marketing pipeline targets by 10% through data-driven strategies, including targeted content, SEO optimization, and lead-generation tools.

Automic Software, Vienna, Austria   2014 - 2016
Senior Web Developer / Digital Marketing Professional

- Developed high-converting landing pages, increasing conversion rates from 2.3% to 6.5%, and conducted A/B testing that doubled click-through rates (CTR) for key website modules and forms.
- Managed cloud infrastructure, including 10 Rackspace Cloud Servers and 4 Cloud Databases, ensuring optimal site performance, security, and 99.9% uptime.

MILITARY EXPERIENCE

US Army, Fort Drum, NY
Aircraft Structural Mechanic

EDUCATION

Elim Bible Institute, Lima, NY
Summa Cum Laude | 3-Year Diploma