Strategic Operations Team for Content, Web, and Lifecycle

A mission-ready, four-person unit specializing in marketing operations, content and brand strategy, website planning and development, automation, governance, and compliance. We're not four strangers stitched together for a project—we've worked side by side for years, refining our workflows, perfecting our handoffs, and delivering measurable, enterprise-grade results under tight timelines.

We provide the frameworks and systems, processes, visibility, and scalability overwhelmed marketing teams need to succeed and that often take months or years to conceptualize and implement. Our model is intentionally unconventional: instead of burying operations within marketing, we built a neutral, cross-functional team that connects strategy, systems, execution, and accountability. Content and design sit alongside operations because of their critical role in user experience, accessibility, compliance, and governance.

This structure creates end-to-end visibility and control from initial audience strategy through campaign delivery to final reporting while aligning people, tools, and processes around shared goals:

Marketing operations and automation	Web development and accessibility
Customer experience and sentiment journeys	Compliance, privacy, and regulatory processes
Content strategy and multi-channel development	Martech stack governance
	Stakeholder and vendor management

Proven Capabilities & Results

We rebuilt a corporate website in under six months, transforming a fragmented environment into a cohesive, ADA-compliant 600+ page site. We deployed a UTM-based attribution system that delivers 100% accurate campaign performance data, optimized customer journeys to drive a ~45% NPS increase and built a closed-loop feedback system for higher retention and engagement. Our editorial programs have delivered a 158% increase in newsletter engagement, 104% boost in blog conversions, and 230% improvement in chatbot engagement.

We streamlined marketing tech stacks, eliminating redundancies and onboarding scalable platforms with documented governance. Our operations, content, development, and CX teams maintain repeatable, auditable processes aligned with legal and compliance standards. When you deploy us, you instantly gain:

Four senior leads, each with a specialist—eight layers of expertise without eight hires.
End-to-end coverage across marketing ops, content, web, and automation—eliminating silos and vendor sprawl.
Built-in redundancy—every role has a trained backup, ensuring zero downtime.

Proven speed and precision—platform migrations in 6 weeks (vs. 16 industry standard) and multi-channel pipelines with 300% ROI in 90 days.
Regulatory assurance—governance, ADA/WCAG accessibility, and data privacy embedded in every deliverable.

Methodology

Our team follows a methodology proven to drive continuous improvement: assessment, planning, buildout, optimization, maintenance, training, and documentation. Each initiative begins with a current-state audit and stakeholder alignment. We then define desired outcomes, build systems, test and refine based on data, and document procedures for long-term sustainability. Our methodology follows an iterative, data-informed, collaborative model:

Assess: Audit current tools, systems, and customer journeys
Plan: Align roadmap with org goals (marketing, product, compliance)
Build: Agile delivery across teams (content, development, operations)
Optimize: Data, testing, and performance dashboards

Document: Task- and process-based step-by-step documentation and playbooks
Maintain: Governance
Train: Bring colleagues into alignment
Document: Provide playbooks to ensure adoption and understanding

Generally, a single new hire will take months to onboard, learn your systems, and build relationships. We arrive fully integrated from day one, operating as a high-performing ecosystem that plugs directly into your organization. We align with leadership, legal, compliance, product, and sales teams immediately, ensuring initiatives move forward without delay.

With us, you're not just filling a role, you're activating a ready-to-execute, cross-functional powerhouse capable of scaling marketing operations faster, more compliantly, and with more measurable ROI than any single hire could achieve.

Areas of Expertise

Governance and compliance: Embedding ADA/WCAG accessibility, GDPR, CCPA, HIPAA, FCC compliance in every asset, workflow, and technology.

Content and brand experience: Unifying voice, SEO-optimized campaigns, and performance-driven storytelling that boosts engagement and conversions.

Web and digital infrastructure: Leading enterprise-scale overhaul with mobile-first, modular, and fully accessible designs.

Customer experience and insights: Steering NPS, CSAT, CES integration with real-time segmentation, journey mapping, and closed-loop feedback systems.

Professional Experience

Corporate Website   2024 – 2025

Led a ground-up redesign and rebuild to unify fragmented corporate sites into a cohesive, ADA/WCAG-compliant, 600-page platform completed in under four months. The project included advanced self-identification to guide audiences through distinct business lines, strategic architecture for future expansion, simplified navigation, filter functions, content consolidation without loss of quality, and extensive internal linking to boost engagement. Integrated SEO, UX, UI, content strategy, compliance, and legal review processes while managing the full project lifecycle in Jira and Confluence to ensure visibility, accountability, and on-time delivery.

- Consolidated 600+ pages into an on-brand, responsive, 400+ page site recognized by Accessibe as top 10% in accessibility out of 100,000+ sites.
- Reviewed and condensed over two million words of content into a visual-first format, boosting SEO and session duration.
- Implemented strategic internal/external linking and keyword-optimized content to deliver triple-digit performance improvements.
- Delivered a scalable, modular design supporting future product and audience expansion.
- Designed and deployed Jira and Confluence frameworks to manage environment planning, techstack selection, content, design, development, proofing, legal review, and launch.
- Managed stakeholder feedback, legal/compliance directives, and multi-developer workflows for high-efficiency execution.

Chatbot   2024 – 2025

Designed and implemented branded chatbot experiences to increase user engagement, improve navigation, and reduce support burden. Developed conversational flows informed by behavioral data and interdepartmental input, iterating scripts to maximize session duration, form completion, and self-service outcomes.

- Achieved 230% of industry benchmark engagement rates within the first year.
- Minimized form abandonment through proactive chatbot-assisted form navigation.
- Extended visitor session durations with conversational wayfinding and support integration.
- Reduced strain on support resources by answering common inquiries directly through the chatbot.

Customer Sentiment   2024 – 2025

Redesigned the Voice of the Customer (VoC) program from a manual, inconsistent approach into a centralized, scalable Qualtrics-based operation integrated with Microsoft Dynamics CRM. Established standardized survey design, distribution, and reporting processes to deliver actionable customer insights across the organization.

- Increased Net Promoter Score (NPS) by nearly 45% through targeted friction reduction and trust-building measures.

Integrated real-time sentiment data with CRM for immediate service and outreach response.
Created consistent, branded survey templates and unified reporting across all customer touchpoints.
Mapped high-impact customer journeys and introduced tailored feedback loops aligned with operations and product strategies.
Embedded sentiment data into weekly stand-ups, executive dashboards, and one-to-one customer interactions.

Enterprise Blog & Strategic Content   2024 – 2025

Expanded content operations to increase coverage, engagement, and publishing efficiency across multiple channels. Extended blog coverage from one to three business lines, launched four customer newsletters, and implemented a secure, automated content-entry system for non-web team contributions. Adopted a visual-first, WCAG-compliant content approach to enhance accessibility and SEO.

Increased blog-driven conversions by 104% and newsletter engagement by 158%.
Achieved chatbot interactions at 230% of industry benchmark.
Enabled scalable, secure publishing without backend access, preserving site security and freeing web team resources for higher-value projects.
Improved efficiency and turnaround time for routine content updates through automation.

Core Competencies

Marketing operations & governance

Full martech stack governance, vendor and contract management
GDPR, CCPA, HIPAA, and FCC compliance workflows
Marketing attribution systems and dashboards
Process design, documentation, and cross-training

Web development & digital infrastructure

Enterprise-scale website redesigns and rebuilds (600+ pages)
UX/UI design, mobile-first, and modular architecture
SEO and site-performance optimization
WCAG accessibility audits and remediation

Content & brand experience

Brand storytelling, SEO strategy, editorial leadership
Multi-channel campaign development (web, social, email, paid media)
AI-integrated content workflows for scale and quality
Accessibility (ADA/WCAG) embedded in all content

Lifecycle marketing & customer experience

Full-funnel nurture campaigns and behavioral segmentation
Journey mapping; NPS, CSAT, and CES data
Omnichannel personalization and closed-loop feedback systems
Retention, loyalty, and win-back program execution

Professional Accomplishments

Certifications

Google Analytics 4, Google Ads, Google Tag Manager, Google Looker
Surfer Content Optimization Masterclass
SEO Strategy & Link Building
Marketing Strategy: Competitive Intelligence
Qualtrics CustomerXM Expert

Awards & recognition

Accessibe Top 10% Website Accessibility
Amazon Best Selling Author
President's Club