

Stephen Winston Watts

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Highly experienced web marketing strategist with 20 years' experience in professional website development. I manage smart people and projects, develop wireframes, write code, and create content. Specialized in CRO, SEO, and web content for Enterprise IT (ITIL, ITSM, Workload Automation, Cloud, Mainframe, IT Automation, etc.). Advanced site crawling and data extraction techniques for SEO and other auditing purposes. HTML, CSS, JS, PHP, WordPress, RegEx, PSD, SQL, UserTesting, much more.

Experience

SR MANAGER OF WEB STRATEGY | BMC SOFTWARE | SEP 2018 – PRESENT

- Manager of international team responsible for all website optimization activities including SEO, CRO, A/B and other website tests.

MANAGER OF CREATIVE SOLUTIONS | BMC SOFTWARE | APR 2018 – SEP 2018

- Head of global SEO, microsites, A/B/n testing, user testing, personalization, website optimization

SR. WEB STRATEGIST | BMC SOFTWARE | JUN 2014-MAR 2018

- **Head of global SEO strategy, management, and execution** US and international w/ 40+ ccTLD and microsites. Technical audits, recommendations, and prioritization Keyword analysis, keyword list maintenance. Content recommendations, optimization, gap analysis. Link building efforts. Responsible for vendor relationships.
- **Content Creator & Author Curator** Leading BMC Blog author and content creator. Established and manage BMC's guest blogging program. Developed BMC Blogs from the ground up (I was the microsite dev), and approaching 100k monthly page views.
- **Microsite strategy, management, and execution** Variety of event websites, totaling hundreds of pages in half a dozen languages. Product focused microsites including Track-It! (the most widely used help desk software in the world), FootPrints, and TrueSight Pulse.
- **Post-sales website strategy** Strategy and consulting on platforms including Communities, Docs, Knowledge Base, ticket submission process, multi-faceted search interface, chat, etc. Developed Post-Sales product page strategy and web layout.
- **Web Strategy** Wireframes, content hierarchy, reusable design pattern development, navigation menus, internal search, A/B test, hypothesis development and coding/design, competitive website feature audits, looking at changes across the landscape to detect trends, in the marketplace.

FOUNDER/DISTILLER | REDMONT DISTILLING COMPANY | JAN 2014-DEC 2017

I co-founded and operated Redmont Distilling Company, Birmingham's first legal distillery since prohibition. For 2016-17, Redmont was consistently the #1 selling brand for both Vodka and Gin produced in the State of Alabama. Under my direction, Redmont was named 2017 Alabama Distillery of the Year and Redmont's three spirits won top placements in spirits competitions. Since my departure Redmont spirits continue to lead the state in both volume and quality, and can be purchased in ABC stores, private liquor stores, and discerning bars and restaurants throughout the state.

SEO STRATEGIST | BMC SOFTWARE | AUG 2012-AUG 2013, DEC 2013-JUN 2014

SEO strategy, analysis, and technical implementation. Responsibilities include site audits, keyword analysis, analytics & rank reporting, taxonomy creation, wireframe planning, page launches, new page development, content audit & strategy, link building strategy, and community planning.

SEO STRATEGIST | 360I | AUG 2013-NOV 2013

SEO lead for Univision & Enterprise/Alamo/National accounts, directing coordinators and analysts on best practices. Provided analysis and recommendations for new site design and existing site improvements. Developed new best practices and training documentation for internal use.

MARKETING MANAGER | HEALTHWELL VENTURES | JUN 2007-MAY 2011

Marketing Manager for nutritional supplement companies founded by Nobel Laureate in Medicine. Trade show booth sales operation and management for international audiences in locations around the country. Website design, redesign, management, and SEO for international audience. Ecommerce management including order processing, fulfillment and logistics, in-house and through Amazon. Book, article, and correspondence ghostwriting and editing on behalf of Nobel Laureate. Print advertisement design and copy, product label design and copy for new products, promotional material development for trade shows and sales, trademark filings for new products, press release writing and distribution.

Honors & Awards

2016 HELIX AWARD FOR MARKETING EXCELLENCE

Awarded by Nick Utton, CMO at BMC Software, Aug 2016

A BMC peer-nominated award recognizing excellence in the worldwide marketing organization.

2016 US SEARCH AWARD WINNER: ITIL CAMPAIGN

Awarded by US Search Awards, Oct 2016

Won 2016 US Search Award for Best Low Budget Campaign, for ITIL Guide campaign.

2017 CRE AWARD WINNER

Awarded by BMC Software, Jul 2017

One of only two employees from Marketing invited to attend BMC's 2017 annual Corporate Recognition Event. This is the most prestigious award offered to BMC employees.

2017 ALABAMA DISTILLERY OF THE YEAR

Awarded by New York International Spirits Competition, Apr 2017

Named the Alabama Distillery of The Year by the New York International Spirits Competition, along with Bronze Medals for our Alabama Cotton Gin and Satsuma-Infused Vodka

Education

BA, PHILOSOPHY | 2007 | AUBURN UNIVERSITY

MS MIS – ENTERPRISE TECHNOLOGY | UNIVERSITY OF COLORADO, DENVER