
Stephen Watts

Web Strategy

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Experience

Marketing leader/senior IC with expertise in Web Strategy, UX, Conversion Optimization, A/B Testing, Web Content/Editorial, Information Architecture, Web Analytics, Web Dev, Web Ops & SEO.

I've played a major role in creating and growing brands in a wide range including B2B IT, B2C Health and Wellness, and Beverages.

Find me at:

- <https://watts.dev/>
- <https://www.linkedin.com/in/wattssw>

Cisco/Splunk / Director, Web Strategy & SEO

Jun 2021 - Present, Remote (Birmingham, AL)

My team is responsible for content & technical SEO, conversion optimization, A/B testing & personalization, web strategy & governance, blogging, website migrations, and critical web marketing functions.

- Launched SEO publishing program, resulting in 100k+ monthly non-brand clicks in first year.
- Established fundamental web strategy processes for redirect management, content retirement, XML & HTML sitemaps, hreflang tags, query strings, analytics metadata, domain name ownership and management, website retirement, and other website management issues.
- Work closely with Engineering teams to debug issues, create new technical standards to ensure crawlability and automation
- Advise on A/B Testing, conversion optimization, analytics analysis, on-site search, information architecture, UX/UI, non-marketing website strategy.
- Educate stakeholders on best practices, lead learning sessions, help non-marketing stakeholder understand and take advantage of the power of SEO and Web.

BMC Software / Director, Web Marketing & Strategy

Oct 2012 - Jun 2021, Remote (Birmingham, AL)

Led the teams covering website content/editorial, redesigns, SEO, UX/UI, A/B testing, optimization, user testing, microsites, blogs, translation strategy, project & bug prioritization, acquisitions, migrations, & more. I was the Agile Product Owner for the marketing websites.

Progression of roles at BMC:

- Director, Web Marketing (2019-2021)
- Web Marketing Strategy - IC & Leadership (2014-2019)
- SEO Strategy - Individual Contributor (2012-2014)

Nutragenetics & HealthWell Ventures / Marketing Manager

May 2007 - May 2011, Hermosa Beach, CA & Remote (Big Sur, CA)

Freelance Web Development, SEO, & Marketing / Various Brands

1998 - Present

Awards

Winner of the US Search Award for best Low Budget SEO Campaign
Winner of the Finny Award for Best Interactive Content
Winner of the Splunk Most Disruptive Employee Award
Winner of the BMC Software Corporate Recognition Event Award

Brands I've Worked With

Cisco/Splunk: Director of SEO & Web Strategy

BMC Software: Director of Web Strategy, Content & Editorial, SEO, A/B Testing, User Testing, Web User Experience

Redmont Distilling Co: Founder, head of marketing, head distiller, web dev, digital ads, social for Birmingham's 1st Distillery since Prohibition

Sam's Club: Developed mobile QR-in-store website for Sam's Club's private label nutrition brand

Dr. Louis Ignarro: Marketing, social media, website management & consulting for 1998 Nobel Laureate in Medicine for nearly a decade

House Plant Collective: Web design, SEO, business strategy consulting

Univision: SEO strategy

National, Alamo, & Enterprise Rental Car: SEO strategy

Gratsi Wine: SEO, digital & business strategy consulting

Extreme How-To: Website redesign & SEO for DIY construction website

LakeHomes.com: SEO for the #1 lake homes website in the US

Glen Oaks Big Sur: Email, website, & social media work for a Big Sur hotel

Anderson Canyon Big Sur: Marketing, web dev, rentals, weddings, events

Healthy Living Made Simple: Editorial & social for launch of most widely distributed health & wellness magazine in the US

Frank Lloyd Wright House: Web dev for Alabama's only FLW house

Health is Wealth: Developed and managed multilingual ecommerce website to support a health and wellness book from celebrity author

Pittman, Dutton, & Hellums Attorneys: Paid search, SEO, web marketing

About Face Skincare: SEO consulting

Hilton Labs: Ecommerce & SEO

Earth Medicine Hemp: SEO & web marketing consulting

Drink Ten Plus: SEO & web marketing consulting

Beltone Audiology: Web marketing, web dev, SEO

Beltone Dallas Fort-Worth: Web marketing, web dev, SEO

Operation USA: Web marketing consulting

Logan Martin Lake Protection Association: Web dev for local non-profit

Education

Auburn University / Bachelor of Arts, Philosophy
2002 - 2007, Auburn, AL