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# Stephen Watts

## Web Strategy

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

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

Find me at:

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

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## Experience

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### Splunk / Sr Mgr, SEO & Web Growth Marketing

Jun 2021 - Present, Remote (Birmingham, AL)

Team lead for content & technical SEO & Web Growth Marketing. I'm responsible for increasing search traffic, & conversions/leads/pipeline from that traffic, for Splunk's marketing websites.

- 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 Strategy/Marketing

Oct 2019 - Jun 2021, Remote (Birmingham, AL)

Led the teams covering website content/editorial, SEO, UX/UI, A/B testing, optimization, User Testing, microsites, blogs, translation strategy, project & bug prioritization, acquisitions, etc. I acted as the Agile Product Owner for the marketing websites.

I was at BMC from 2012-2021, except for a short stint at an agency (360i) after my initial single year contract expired. Prior roles at BMC:

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

### 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, Florence, Auburn, Hermosa Beach, Big Sur, Boise, Birmingham

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## Awards

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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

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## Brands I've Worked With

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**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 & glamping hotspot

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

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

**Frank Lloyd Wright House in Alabama:** Web dev for Alabama's only Frank Lloyd Wright house (volunteer)

**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

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## Education

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