
Stephen Watts

Web Strategy

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310-606-9232

Experience

Marketing leader/senior IC with deep 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>
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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 Marketing & Strategy

Oct 2019 - 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.

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:

- 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

Splunk: Head of SEO & Web Growth Marketing
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

Education

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