**John Leger**

Visionary and Transformational Leader

****

**Profile**

Highly creative visionary executive with 20+ years of leadership experience driving transformative web marketing strategies, scaling revenue growth, and optimizing customer acquisition by empowering high-performing cross-functional teams, fostering innovation, and delivering measurable outcomes for enterprise B2B SaaS companies.

**Employment History**

**Senior Director, Web Content Strategy & UX**Automation Anywhere**,** San Jose, CA November 2022 — March 2025

* Identified optimization opportunities for the corporate website, increasing **engagement rate by** **27.6% YoY**, site-wide **conversion rate by** **42.9% YoY**, and **total time on site by** **51.8% YoY**.
* Organized Conversion Rate Optimization (CRO) initiatives, including A/B testing and personalization, which resulted in a **100% YoY** increase in click-through rates, increasing marketing-influenced pipeline and MQLs.
* Streamlined updates by empowering cross-functional teams, reducing web engineering dependencies by 15%, and **accelerating time-to-market for critical content by 75%**.
* Collaborated with the Executive Team, VPs, Digital Marketing, Product Marketing, and IT to optimize sales funnel performance, refine forecasting, and align upselling opportunities.
* Chaired a monthly web council to break down silos across web properties, ensuring operational excellence, adherence to brand standards, and driving cross-promotion opportunities.
* Leveraged AI and automation to streamline reporting, marketing automation, and content creation, enhancing efficiency and scalability.
* Built and led an award-winning, agile, cross-functional team, including SEO, CRO, UI/UX Designers, Project Managers, Content Strategists, Copywriters, Web Engineering, QA, DevOps, and Analytics.
* Mentored high-performing teams, fostering professional development through 1:1 coaching, strategic thinking, performance metrics, continuous improvement, and problem-solving skills.
* Enhanced user experience (UX) through user testing, optimizing messaging, design, and layout while ensuring WCAG 2.1 AA compliance.
* Monitored and reported web performance to executive leadership using Google Search Console, GA4, GTM, and Looker Studio to drive data-driven decision-making.

**Details**

9804 Deer Ridge Drive
Ooltewah, Tennessee 37363

(423) 667-4076

john@johnlegerfamily.com

**Skills**

Strategic Leadership & Vision

Content Strategy & Governance

Digital Marketing

Global Web Marketing

SEO, UX & CRO

Cross-Functional Leadership

Analytics & Data-Driven Decisions

Full Stack Web Development

**Languages**

English

**Links
LinkedIn**

[linkedin.com](http://linkedin.com/in/johnpaulleger)

**X**
[x.com](https://x.com/JohnPaulLeger)

**Facebook**

[facebook.com](https://www.facebook.com/john.p.leger)

**Website**
[https://www.johnleger.us](http://www.johnleger.us/)

## Director, Global Web Development & Marketing

## Automation Anywhere, San Jose, CA March 2019 — October 2022

* Spearheaded SEO transformation, managed technical audits, keyword research, content gap analysis, internal linking, achieved **Top 3 rankings for dozens of highly competitive keywords**, driving a **40% YoY increase in organic traffic**.
* Implemented Jira and agile methodologies to streamline project management, successfully overseeing **300+ concurrent tasks** with **20-30% classified as P0 priorities**, improving team management and efficiency, and **on-time delivery by 25%**.
* Influenced solution development across healthcare, financial services, manufacturing, and life sciences by implementing targeted ABM, SEO, and UX strategies to boost engagement and conversions.
* Led enterprise-level marketing technology integrations, including Search Unify Federated Search, Salesforce B2B Commerce, Marketo, CRM, CloudFlare CDN/WAF, Content Delivery Networks, Global Link TMS, 6Sense, Chili Piper, and Drift.
* Led the major migration of the corporate website CMS to a high-performance, scalable, flexible, and redundant architecture with failover, dynamic scaling, and disaster recovery capabilities, achieving **99.9999% uptime** and **improving page load speed by 40%** while maintaining security requirements.
* Led multiple platform migrations, including from Joomla to Acquia Drupal CMS, Global Link to RWS TMS, CloudFlare to Akamai, and Bynder to Widen Digital Assets Manager (DAM) with **zero downtime**.
* Built and managed the corporate web development team, with proficiency in WordPress, Drupal, DevOps, CI/CD Pipelines, QA, Version Control, Governance, Security, PHP, and various front-end development technologies (HTML5, CSS3, JavaScript, jQuery, AJAX, SASS, LESS, XML).

## Senior Web Developer / Digital Marketing Professional

## Automation Anywhere, San Jose, CA January 2019 — February 2022

* Spearheaded the retirement of unused servers and DBs mismanaged by an external agency, **saving $10 K+ monthly**.
* Designed and developed a custom PHP translation tool, streamlining Globalization Team workflows and **reducing manual effort by 40%**, enabling faster web content localization on multilingual websites.

## Founder & Owner

John Leger Consulting (DBA Joomla Harvest), Chattanooga, TN
January 2002 — January 2022

* Habitually exceeded customer expectations by **consistently meeting deadlines with a 100% success rate**, effectively managing deliverables, and mitigating blockers.
* Drafted and negotiated client contracts, ensuring alignment with business objectives and legal compliance, facilitating smooth contract execution, and maintaining strong client relationships.
* Designed intuitive information architectures aligned with business goals and enhanced user experiences, creating user-friendly structures that improved SEO and navigation while ensuring **WCAG 2.1 AA compliance**.
* Created comprehensive brand guidelines and custom logos, establishing strong visual identities for clients and developing cohesive branding strategies that resonated with target audiences.
* Led web content strategy focusing on SEO optimization to improve visibility, engagement, and search rankings, driving a substantial increase in organic traffic.
* Strategized and designed landing page creation focused on UX/UI and lead generation, resulting in higher conversion rates and greater revenue.
* Supported dozens of clients from SMB B2C to enormous B2B enterprises, delivering high-quality web solutions that met diverse business needs and objectives.
* Built highly scalable and functional PHP applications tailored to complex business requirements, developing robust applications supporting business growth and operational efficiency.
* Managed all website infrastructure, including servers, DBs, load balancers, CDN/WAF, DNS, SSL certificates, and backups, ensuring reliability and security with a **99.9999% uptime**.

## Senior Web Developer / Digital Marketing Professional

CA Technologies**,** Islandia, NY
**January 2017 — February 2019**

* Developed embeddable lead-generation tools that generated hundreds of Marketing Qualified Leads (MQLs) monthly and designed high-converting landing pages, **boosting conversion rates from** **1% to 7.09%**.
* **1 of 500 leaders of 17,000+ employees chosen** to participate in the company’s year-long Leadership Development Program (LDP).
* Collaborated with cross-functional team leadership to align strategies, streamline workflows, and implement Account-Based Marketing (ABM) and lead-generation initiatives, ensuring seamless execution of key projects, a **15% boost in campaign efficiency**, and stronger internal client relationships.

****

**Military**

**US Army,** Fort Drum, NY

Aircraft Structural Mechanic

**Education**

**Elim Bible Institute,** Lima, NY
Summa Cum Laude

3-Year Diploma