

# 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

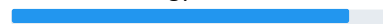
[john@johnlegerfamily.com](mailto:john@johnlegerfamily.com)

## Skills

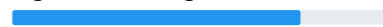
Strategic Leadership & Vision



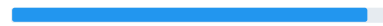
Content Strategy & Governance



Digital Marketing



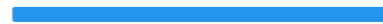
Global Web Marketing



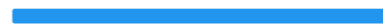
SEO, UX & CRO



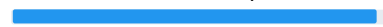
Cross-Functional Leadership



Analytics & Data-Driven Decisions

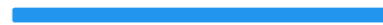


Full Stack Web Development



## Languages

English



## Links

LinkedIn

[linkedin.com](https://www.linkedin.com/in/johnleger)

X

[x.com](https://x.com/johnleger)

Facebook

[facebook.com](https://www.facebook.com/johnleger)

Website

<https://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