

JEN ETTER, MBA

Web Marketing Manager • Setting strategy and motivating teams to create high-performing digital experiences.
206-227-2718 • jen@jenetter.com • www.linkedin.com/in/jetter

EXECUTIVE SUMMARY

With deep experience in digital and content marketing, I have successfully launched and managed digital marketing and user experience strategies for global brands, including GoDaddy, Vive, HTC, and RealNetworks. My expertise lies in enhancing and improving the customer journey, supporting global product launches, and driving targeted marketing campaigns with cross-channel teams.

I hold an MBA from the University of Washington and several certifications in digital marketing and analytics. I thrive in a diverse, global environment and enjoy working with both technical and creative colleagues at all levels of an organization. My goal is to deliver customer-focused and data-driven solutions that increase conversion, retention, and loyalty.

HIGHLIGHTS

- Launched dozens of new products to B2B and B2C customers worldwide, working across teams and channels.
- Transformed multiple websites from static desktop catalogs to dynamic, mobile-optimized conversion engines.
- Introduced new product categories – payments, virtual reality, cloud services – for companies from the ground up.
- Earns high marks from executives, colleagues and teams on vision, communication, and interpersonal style.

SKILLS

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|------------------------------------|-------------------------------|----------------------------------|
| • Digital Strategy and Analytics | • Web Content Personalization | • Cross-Functional Collaboration |
| • Integrated Marketing Campaigns | • Customer Journey Mapping | • Partner/Vendor Management |
| • A/B and Qualitative User Testing | • Global Product Launches | • Process Improvement |
| • Search Engine Optimization (SEO) | • Competitive Analysis | • Localization & Accessibility |

PROFESSIONAL EXPERIENCE

GoDaddy
*Website Products and
Payments for Small
Businesses*

Kirkland, WA
May 2017 to May 2023
(6 years)

MULTIPLE ROLES – FROM SR. MANAGER TO DIRECTOR, DIGITAL MARKETING

Responsible for driving product merchandising and user experiences on www.godaddy.com reaching 20M+ customers in 47 countries and 26 languages.

- In 6 years, contributed to rapid growth in annual revenue from \$1.6B to \$4.1B.
- Led successful campaigns with cross-channel teams in product, PR, paid, and social.
- Analyzed Google and Tableau user data to develop successful digital strategy.
- Implemented site and mobile optimizations to improve conversion by 22%.
- Conducted 100s of A/B tests a year with significant wins (p-value >0.05).
- Supported global product launches with highly optimized landing pages and SEO.
- Consistently held #1 rank for critical search terms, driving traffic and conversion.
- Increased SEO click share 60% by implementing a new single landing page strategy.
- Routinely achieved >50% sign-up rate on key conversion pathways.
- Worked with multiple engineering teams to streamline the customer journey.
- Launched new products, including Social Marketing, Payments and AI Assistant.
- Used Sitecore CMS to personalize experiences across geographies and languages.
- Improved usability scores 37% in UI/UX qualitative testing and user site surveys.
- Pioneered the first site experiments developed with ChatGPT AI insights.

HTC <i>Smartphones & Virtual Reality for Consumers</i>	MULTIPLE ROLES – FROM MANAGER TO DIRECTOR, GLOBAL DIGITAL STRATEGY Responsible for planning, execution, and optimization of all HTC digital channels worldwide, including www.htc.com , www.vive.com , CRM, and social media.
Seattle, WA April 2013 to Oct 2016 (3 years, 6 months)	<ul style="list-style-type: none"> • Managed global web properties averaging 21M unique visitors per month. • Increased e-commerce contribution to corporate annual revenue of \$3.7B by 7%. • Built and led a high-performing team of 12 strategists and content publishers. • Drove the roadmap of digital projects, partnering with UI/UX and engineering teams. • Established the first A/B testing and optimization program at HTC. • Ran the digital analytics discipline, reporting results to partners worldwide. • Led site redesign for mobile devices increasing customer satisfaction scores 85%. • Employed SEO strategies resulting in 38M impressions and 11.6% CTR per month. • Increased online conversion 162% for the flagship HTC One smartphone. • Directed content strategy for a global social audience of 8M fans & followers. • Conducted consumer events worldwide to activate the HTC Elevate fan community. • Managed all marketing tech vendor relationships with an annual budget of \$7M.
RealNetworks <i>B2B and B2C Digital Media Software</i>	MULTIPLE ROLES – FROM FIELD MARKETING MANAGER TO SR. DIRECTOR OF MARKETING Promoted every 2-3 years to increasingly challenging roles, ultimately reporting directly to the CMO with oversight of all corporate marketing and emerging products planning.
Seattle, WA April 2000 to Sept 2012 (12 years, 5 months)	<ul style="list-style-type: none"> • Presented strategy for new products to CEO, with 6 attaining approval to advance. • Exceeded emerging products revenue target by 24% in the first year of the program. • Launched the first cross-platform cloud media service, winning Best of CES award. • Achieved #1 global market leadership in mobile video delivery. • Reduced cost 50% and doubled web leads by modernizing www.realnetworks.com. • Established first email lead development program, increasing ASP by 15%.

EDUCATION & WORK AUTHORIZATION

University of Washington (UW)	Master of Business Administration (EMBA)
University of Arizona	Bachelor of Arts, Communication (BA)
Professional Certifications	Google Analytics Certified Professional UW Digital Marketing Analytics Certificate UW Excel for Business Certificate
Dual Citizenship/Passport Holder	Authorized to work in the United States and European Union (Ireland)

PLATFORMS & TOOLS

Successfully scopes, sources, evaluates, negotiates, deploys, and maintains 3rd party digital marketing platforms and tools with demonstrated positive ROI. Conducts regular consumer research and uses technology to encourage team cohesion and manage performance.

Analytics/Data Visualization	Tableau, Google Analytics, Adobe Analytics, SAP Business Objects, Excel
Campaign Management	Adobe Target, Salesforce CRM, Sitecore, Pipedrive, Sprinklr social listening, Trustpilot, Bazaarvoice, BrightEdge SEO, Oracle Maxymiser A/B testing
Research/Voice of the Customer	UserTesting, eMarketer, Comscore, Forrester, Qualtrics, SurveyMonkey, UserVoice, focus groups, product beta testing programs, UI/UX testing, site surveys, site chatbot
Global Management/Collaboration	Jira, Confluence, Slack, Basecamp, Smartsheet, Zoom, Workday