

Grace Ramon

Danville, CA | 602.341.7369 | grace.l.ramon@gmail.com | <http://graceramon.com>

Accomplished director with 25+ years of experience driving digital strategy and web development for B2B companies across various industries. Proven ability to architect high-performing websites, lead cross-functional teams, and deliver exceptional customer experiences that fuel user engagement, acquisition, and revenue growth. Passionate about data-driven optimization and leveraging A/B testing and personalization tools to continuously improve website performance and achieve business objectives.

KEY ACHIEVEMENTS

- **Digital Transformation Leadership:** Led digital transformation efforts, aligning strategies with overarching business goals. Embraced the latest digital technologies to innovate and streamline processes, while also focusing on minimizing tech debt.
- **Strategic Marketing & Web Development:** Managed multi-disciplinary teams in the execution of digital strategies that optimized the user journey and enhanced website platforms and operations.
- **Innovation & Technological Advancement:** Championed the adoption of cutting-edge technologies and systems for content management, SEO, and web architecture, significantly improving scalability and operational efficiency.
- **Data-Driven User Experience Design:** Spearheaded user experience improvements, leveraging analytics to inform content and design decisions, resulting in measurable enhancements in user engagement and conversion rates.

PROFESSIONAL EXPERIENCE

Salesforce

Director, Digital Strategy - Industries + salesforce.org
San Francisco, CA | April 2020 - Present

Spearhead the development of comprehensive digital strategies to create engaging industry experiences, ensuring clear communication of key messages across web pages in line with web, UX, and creative standards.

- **Content Strategy & SEO Optimization:** Collaborate with teams to craft resonant content and narratives, enhancing SEO presence and user engagement, resulting in a 41% increase in pageviews and a 23% uplift in marketing-driven revenue potential.
- **User Experience:** Partner with UX teams to refine digital interactions, boosting form completion rates by 25.7% through data-informed messaging and UX enhancements.
- **Innovation & Technology Implementation:** Drive Salesforce business innovation with a buyer-first mentality, onboarding new technologies, and delivering a scalable authoring system delivering 24 custom components.

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- **Operational Excellence:** Integrate Scrum and Kanban methodologies into sprint planning, enhancing transparency and efficiency in development and web content management operations managing over 1.5K cases annually.
- **Strategic Content Operations:** Establish a strategic content calendar based on comprehensive audits and user feedback, aligning with UX best practices for optimal web journey conversion.
- **Data-Driven Growth:** Advocate for data-centric strategies, leveraging insights for SEO and content optimization, leading to significant increases in marketing pipeline.
- **Leadership:** Manage a team supporting over 2,000 industry page updates, overseeing site audits and competitive research to drive continuous website improvement and performance. This resulted in increased page engagement, improved SEO and improvements in lead conversion metrics.

Chegg

Director, Marketing Technology /Technical Product Management
Santa Clara, CA | April 2019 - April 2020

Played a crucial role in defining product strategy and business decisions for marketing technology platforms, utilizing data analytics, collaboration with cross-functional teams, and a comprehensive understanding of systems.

- **Platform Development & Optimization:** Partnered with product and engineering leaders to expand capabilities across digital platforms, facilitating rapid scaling and the delivery of exceptional student experiences.
- **Technical Leadership:** Directed the technical roadmap, leading engineering teams to refine web, email, and media platforms, which bolstered cohesive marketing strategies.
- **Problem-Solving & Risk Management:** Championed accountability and proactively tackled challenges to eliminate obstacles, ensuring the integrity and timeliness of technical projects.
- **Data Integration & Analysis:** Focused on integrating data sources to offer a unified view of customer interactions, enhancing data speed and reliability for informed decision-making.
- **Capability Building & Training:** Conducted key training sessions for marketing teams, enhancing skill sets and fostering talent development for ongoing organizational growth.

Microchip Technology

Senior Global Marketing Technology Manager / Senior Marketo & SEO Manager
Chandler, AZ | October 2016 - April 2019

Orchestrated the strategic evolution of web platforms and digital marketing initiatives, driving customer engagement and enhancing the digital customer journey through innovative content strategy and technological advancements. Managed comprehensive marketing communications

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strategies, including digital campaigns and content creation, to strengthen brand presence and achieve significant market penetration and ROI.

- **Strategic Marketing Leadership:** Spearheaded digital marketing initiatives emphasizing agile transformation consolidating and optimizing the company's digital technology (platforms) footprint.
- **Web Platform Management & Evolution:** Led the development and evolution of web platforms, enhancing scalability and equipping marketing and development teams with cutting-edge technology. Managed technical roadmaps, projects, and backlogs to continuously improve customer journey and digital engagement.
- **Technology Integration & Team Leadership:** Managed internal IT development teams, integrating new technologies and optimizing existing systems to enhance operational efficiency, with a focus on delivery
- **Customer Journey & Content Strategy:** Spearheaded the strategy for customer journey experiences across corporate websites and integrated marketing channels, driving the creation of impactful digital content and overseeing global content strategy to influence customer behavior and purchasing decisions.

Microchip Technology

Senior Product Marketing Communications Manager

Chandler, AZ | April 2012 - June 2016

- **Integrated Marketing Communications (MarCom) Strategy:** Developed comprehensive MarCom strategies for business units, incorporating messaging, branding, events, social media, product launches, and media relations to support corporate objectives and product awareness.
- **Campaign Management & Analytics:** Crafted and executed campaign strategies across digital and print media, utilizing data analysis to optimize market penetration and brand awareness, while managing significant department and advertising budgets for maximum ROI.

ADDITIONAL WORK

RWC Building Products | Phoenix, AZ | Marketing Manager | June 2010 - April 2012

Managed B2B and B2C marketing initiatives overseeing incentive programs, direct mail campaigns, advertising & in-store events.

ACR, Inc. | Wheeling, IL | Marketing Coordinator | March 2009 - June 2010

Managed B2B marketing for three operating units developing and implementing highly effective e-mail and direct mail campaigns.

SunWest Appliance Distributing | Tempe, AZ | Marketing Manager | April 2003 - March 2009

Managed advertising, promotions, marketing and communication functions for B2B, B2C and D2C channels.

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Sears Roebuck & Co. | Hoffman Estates, IL | Communications Manager | February 1999 - March 2003
Managed internal marketing communications. Trained national sales team on a CRM system. Launched internal communications portal.

TECHNICAL CAPABILITIES

- **Content Management:** WordPress, Adobe Experience Manager, Sitefinity, Sitecore, Contentful, Salesforce
 - **Digital Platforms:** Optimizely, Brightedge, SEM Rush, Screaming Frog, Google Adwords, Display & Campaigns, AdRoll, MediaMath, Akamai
 - **Customer Experience / UX:** Figma, Optimal Workshop, User Testing
 - **Data Analysis & Insights:** Google Analytics, Looker Studio, Tableau, Adobe, Amplitude
 - **Project Management:** Salesforce, Smartsheets, Asana, Jira
 - **Email & Marketing:** Marketo, Adobe Campaign, Marketing Cloud
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EDUCATION

- Masters of Management Information Systems, University of Arizona.
 - Bachelor of Science - Business Administration & Marketing, University of Phoenix.
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CERTIFICATES & CERTIFICATIONS

Enterprise Information Security Certificate | Brightedge SEO | Google Analytics | Marketo Certified Expert (expired) | Salesforce Certified User Experience Designer