

JON ROBERTSON

Web Marketing Lead · Growth & Revenue Engine Strategy

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PROFESSIONAL SUMMARY

Growth-focused web marketing leader with 16+ years of experience owning websites as measurable growth and revenue engines for B2B technology organizations. Proven track record building experimentation-driven web strategy across SEO/AEO, conversion optimization, and analytics (GA4, GTM), while leading cross-functional partnerships with Product, Engineering, Design, and Sales. Experienced hiring, developing, and scaling web marketing teams, and equally comfortable writing strategy and working directly in the CMS.

CORE COMPETENCIES

- **Website Growth Strategy & Roadmap Ownership** · Product Discovery, Education & Conversion
- **Experimentation & CRO** · GA4, GTM, Heatmapping, A/B Testing & Hypothesis-Driven Testing
- **SEO & AEO** · Organic Growth, Technical SEO, Answer Engine Optimization
- **Pipeline & Revenue Attribution** · Web-to-CRM Integration, Lead Routing, Reporting
- **Cross-functional Leadership** · Product, Engineering, Design, Sales & Executive Stakeholders
- **Team Building & Development** · Hired, Managed & Mentored Teams up to 7
- **Web Tech Stack Ownership** · CMS Governance, Tag Management, Pixel & Analytics Instrumentation
- **Marketing Technology** · HubSpot, Salesforce, WordPress, Webflow, Marketing Automation

PROFESSIONAL EXPERIENCE

Senior Web & Digital Marketing Manager | Becklar — B2B Safety Technology **2022 – Present**

- Own the strategy, roadmap, and performance of a multi-brand web ecosystem spanning 6 B2B brands and 5 verticals — built entirely from zero, with direct accountability for organic growth, conversion, and pipeline.
- Built and lead a team of 7 across content, paid media, and web execution, establishing goals, operating rhythms, and KPI reporting that keep the team moving quickly without sacrificing quality.
- Run ongoing CRO and experimentation programs using GA4, GTM, and heatmapping to form hypotheses, test page and journey changes, and drive continuous conversion lift across key surfaces.
- Own the web tech stack across all brands — CMS architecture, GTM/tag management, pixel management, analytics instrumentation, and lead routing into HubSpot — partnering directly with engineering on deployments.
- Drove SEO strategy resulting in 38% YoY organic growth; manage 6 HubSpot instances and hundreds of thousands of contacts with fully integrated web-to-CRM attribution for pipeline reporting.
- Partner cross-functionally with executives, sales, and product stakeholders to prioritize website investment against revenue and growth objectives.

Senior Digital Marketing Manager | Cirris — B2B Manufacturing Technology (Aerospace & Defense) **2019 – 2022**

- Led a complete redesign of cirris.com, rebuilding information architecture and the end-to-end customer journey for a highly technical buyer audience of engineers and enterprise procurement teams.
- Designed and launched a fully functional e-commerce store, contributing more than \$3M in incremental revenue through improved UX and conversion design.
- Integrated Salesforce CRM with web and campaign data, improving lead tracking accuracy and enabling data-driven pipeline reporting.
- Managed and mentored a team of 5 while owning SEO, paid search, and website optimization.

- Provide executive-level website strategy and growth consulting for organizations across legal, healthcare, e-commerce, and media, applying the same experimentation-driven approach used in enterprise roles.
- Grew a personal media property to 5M+ organic page views through on-page SEO and organic social strategy alone — zero paid acquisition.

- Built the firm's marketing function from the ground up — the first dedicated marketing capability in the organization's history — establishing the website as its primary growth engine.
- Increased qualified lead growth by 250%+ and incoming client revenue by 150% in under five years through SEO, content strategy, and conversion optimization.
- Achieved multiple #1 Google rankings in competitive practice areas; owned budget, vendor management, and executive reporting.
- Managed a team of 3, establishing the leadership and web-ownership approach that has defined every role since.

EDUCATION

Master's Degree — Web Design, Digital Marketing, Multimedia & Project Management

Bachelor of Science — Mass Communication | Minor: Ethnic Studies