// web strategy & analytics leader

Adam Aragon

707-925-2326 · adam@threesided.com
linkedin.com/in/adamaragon · threesided.com

Web leader with 20+ years turning complex teams and sites into measurable growth across B2B, B2C, B2E, FinTech, Cybersecurity, AI, and SaaS. Builds experimentation programs, SEO at scale, and componentized design systems that stay fast, accessible, and revenue-aligned, applying AI across analytics, content, and daily workflow to compress insight to action.

// experience

Sr. Manager, Web Strategy & Analytics · Neo4j

jan–jul 2026 · sweden (remote)

- Owned web strategy and analytics for neo4j.com, tying experimentation, SEO, and performance to a quarterly roadmap aligned to pipeline and developer acquisition.
- Drove +27% organic through AI-targeted SEO at scale: entity-focused architecture, internal-linking automation, content scoring, continuous monitoring.
- Built an automated analytics flywheel (GA4 → BigQuery → Looker → Asana) turning signals into prioritized, assigned work; BigQuery as single source of truth with standardized event models and consent governance.
- Diagnosed synthetic and bot traffic contaminating analytics; led a Cloudflare mitigation program with Engineering to restore data integrity.
- Ran a disciplined A/B/MVT program (VWO) across landing pages, navigation, and conversion paths at 1M+ weekly sessions on a WordPress + Next.js/Astro stack.
- Used AI agentically in daily workflow (Claude for SQL, test briefs, variant copy, first-pass analysis) to compress the insight-to-action cycle.

GA4 · BigQuery · Looker · Search Console · Asana · Cloudflare · VWO · WordPress · Next.js/Astro · Claude/AI

Sr. Manager, Web Strategy · Illumio

aug 2022 – dec 2025 · sunnyvale, ca (remote)

- Led rebuild and relaunch of all web properties, migrating PHP/Drupal to Webflow with a componentized design system.
- Drove +180% total traffic and +60% organic; established GA4 event models, consent governance, and Looker reporting tied to pipeline.
- Built a data-driven experimentation program (A/B/MVT, heatmaps, journey analysis) feeding a quarterly CRO and UX roadmap.
- Scaled localization to 7 languages with 1:1 content parity, geo-targeted routing, and centralized glossary workflows.
- Implemented ABM-ready personalization and automated chat flows, enabling BDRs/AEs to trigger targeted Drift playbooks.
- Managed distributed developers, agencies, and contractors; millions of monthly sessions with Core Web Vitals budgets and Cloudflare/CDN best practices.

Webflow · GA4 · Looker · Mutiny/Optimizely/VWO · FullStory/Hotjar · Cloudflare · HubSpot/Marketo · Salesforce · Smartling

Sr. Manager, Digital & Web Experiences · ActiveCampaign

oct 2020 – may 2022 · chicago, il

- Led a 10+ cross-functional team to redesign and re-platform a 55k+ URL enterprise site with a componentized design system and modern IA, driving 100%+ YoY improvements in key acquisition and conversion metrics.
- Managed and mentored 7+ developers and PMs; instituted career frameworks, release rituals, and delivery SLAs.
- Built a CRO program integrated with Looker + Snowflake for statistically sound reads and a documented learning library; compounding lift across pricing, forms, and navigation.
- Orchestrated operating improvements for a 100+ person marketing org: intake, prioritization, roadmap cadences, stakeholder governance.
- Partnered with SRE/SecOps on SOC 2 and GDPR; established tag and consent governance.
- Expanded localized SEO for Ireland, Brazil, Germany, and Australia: hreflang, market-specific architecture, translation workflows.

Looker · Snowflake · GA4 · Optimizely/VWO · FullStory/Hotjar · HubSpot/Marketo · Salesforce · Cloudflare

Sr. Marketing Technologist · Carta

jan – oct 2020 · san francisco, ca

- Led cross-functional teams and agencies to rebuild and relaunch the enterprise site alongside new product and campaign surfaces.
- Built a CRO program across pricing, forms, and IA; rolled wins into a componentized design system.
- Implemented a data-driven operating cadence (intake → prioritization → QA → release) that lifted core marketing KPIs 35%+ MoM/YoY.
- Stood up attribution with GA4 + Looker; standardized event models, consent governance, and exec dashboards.
- Deployed ABM and personalization via Clearbit enrichment with Marketo and Salesforce; improved targeting and lead velocity.

GA4 · Looker/Mode · Optimizely/VWO · Hotjar · Clearbit · Marketo · Salesforce · WordPress · Git

Senior Manager, Web Development · Anaplan

may 2018 – jan 2020 · san francisco, ca

- Led a global engineering team (US, India, Japan, France) plus agencies; instituted code standards, release rituals, and SLAs.
- Drove a full enterprise website overhaul ahead of IPO: modern IA, component library, performance budgets, investor-grade reliability.
- Built a CRO program (Google Optimize/Hotjar) that reduced bounce and lifted conversion across key funnels.
- Architected reliability: Cloudflare, CDN/edge caching, multi-region failover, engineered toward five-nines availability.
- Modernized project and portfolio management (Asana, Workfront), roughly doubling delivery throughput.

Cloudflare/CDN · Google Optimize · Hotjar · GA · Looker · Asana/Workfront

Front-End Developer / Martech · Apttus / Conga

sept 2015 – may 2018 · san mateo, ca

- Built and maintained the marketing site and campaign pages; created a reusable HTML5/SCSS/JS component library that cut page build time.
- Integrated Marketo forms with Salesforce/Dynamics attribution; implemented GA/GTM analytics, SEO hygiene, and Core Web Vitals improvements on high-traffic templates.
- Enabled content teams to self-serve with CMS templates; partnered with offshore devs and agencies on QA and releases.

HTML5 · SCSS · JavaScript · GA/GTM · Marketo · Salesforce · WordPress/Drupal · Cloudflare

// earlier

Studio Designer / Front-End Developer · Pearson × Apple (K-12 iPad Textbooks, LAUSD) 2013–14

Co-owned production of interactive K-12 iPad textbooks from spec to release: EPUB3/HTML5 templates, component libraries, WCAG accessibility, Agile production leadership across artists and editors.

SEO Specialist & Web Developer · Zenergy Works 2010–13

Technical, on-page, and local SEO across a 2,000+ client book; hands-on production for 300+ sites with repeatable audit, migration, and site-health playbooks.

// skills

strategy & analytics

Web strategy	CRO	Experimentation	Team leadership	Agency mgmt
GA4	BigQuery	Looker Studio	Search Console	Attribution

seo & cro

Technical SEO	Entity SEO	AI-targeted SEO	Local SEO	Schema
Hreflang	VWO	Optimizely	Mutiny	Hotjar

cms & platforms

WordPress	Webflow	Contentful	Sanity	Payload
Joomla	Shopify	Framer	Ycode	Drupal
Craft	Headless & custom			

frameworks & front-end

HTML5	CSS & SCSS	JavaScript	TypeScript	React
Next.js	Astro	Vite	Vue	three.js
Design systems	WCAG AA			

data & infrastructure

Postgres	Supabase	Neon	RLS	Realtime sync
Cloudflare	Netlify	Vercel	DigitalOcean	Docker
AWS	Git & CI/CD			

martech & ai

Marketo	Salesforce	HubSpot	ActiveCampaign	Clearbit
Drift	Claude	Claude Code	OpenAI APIs	ElevenLabs
Airtable	Agentic workflows			

// education

- Santa Rosa Junior College, Santa Rosa, CA
  - Computer Science major, 2001–2003 (Incomplete)
  - Certifications: Media, TV Broadcasting, Web Design
- SF Writers Workshops
  - Private writing classes, SF & NY State University, 2005