ALEXIS ALEXANDER

SENIOR WEB PRODUCT MANAGER

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PROFESSIONAL SUMMARY

Senior web and digital product leader with 14+ years of experience managing and optimizing web and mobile experiences across high traffic digital platforms. Combines web strategy with hands on experience in CMS publishing, personalization, content implementation, HTML/CSS, responsive experiences, analytics, experimentation, and cross functional project delivery. Proven track record leading complex digital initiatives from intake and requirements through launch, validation, measurement, and continuous optimization.

PRODUCT LEADERSHIP EXPERTISE

Web & Mobile Exp. Strategy	SEO/AEO & Core Web Vitals	A/B Testing & Experimentation	Adobe Analytics & AEM
CMS Publishing & Management	OKRs & Prioritization	UX/UI Strategy	Agile Product Development
Product Strategy & Roadmaps	Personalization & Audience Targeting	B2B & B2C Web Strategy	Cross-Functional Leadership

PROFESSIONAL EXPERIENCE

H&R BLOCK | Digital / hrblock.com (Remote) **2022 - Present**

Senior Web Product Manager

- Own strategy and execution for H&RBlock.com web and mobile experiences, managing digital initiatives across content, navigation, personalization, campaigns, SEO/AEO, and customer journeys from intake and requirements through development, launch, validation, measurement, and optimization.
- Lead personalization and audience targeting experiences across H&RBlock.com, translating campaign strategies into personalized digital experiences and partnering across Marketing, Creative, AEM, UX, Analytics, and Engineering to implement, test, and validate experiences for intended audiences.
- Led strategy for **100+ A/B tests**, using Adobe Analytics and customer behavior insights to drive product decisions and conversion optimization; most recent peak season experimentation generated **75K incremental conversions** and approximately **$4M in incremental revenue**.
- Transformed digital experience through improved onboarding, education, pricing transparency, and simplified pathways, contributing to a **93% increase in page traffic** while strengthening product discovery & consideration.
- Simplified customer journeys and increased visibility of key conversion actions, driving an **18.9% lift in appointment starts** and improving progression from consideration to conversion.
- Advance digital experience and search strategy through personalization, SEO, and AI search readiness, using Core Web Vitals, Adobe Analytics, and Datadog behavioral insights to evaluate site performance, identify friction, and share actionable recommendations with cross-functional teams to improve discoverability, engagement, and conversion.

LGO HOSPITALITY | Phoenix, AZ **2021 - 2022**

Senior Web & Digital Strategist | Digital Marketing Manager

- Led digital and web strategy for 12 restaurant concepts across California and Arizona, partnering with agencies and internal teams to improve design, usability, SEO, content, conversion points, and customer digital experiences.
- Owned online reputation and local digital presence across Google Business Profile, Yelp, and Apple for 12 restaurant concepts, monitoring and responding to customer reviews, maintaining brand consistency, and implementing local SEO strategies that helped achieve **Top 10 Google search rankings**.
- Developed measurement frameworks and SEO action plans using analytics, keyword research, and ongoing optimization contributing to **83% average annual website traffic growth**.
- Oversaw website redesigns and builds, mobile app UX concepts, digital content, paid social strategy, and guest digital platforms while bringing web development and SEO capabilities in house to reduce agency costs.

ARIZONA STATE UNIVERSITY - UNIVERSITY SUSTAINABILITY PRACTICES | Tempe, AZ

2018 - 2021

Digital Engagement Program Manager

- Led digital engagement and web initiatives across Arizona State University, using analytics, research, content, and creative storytelling to develop and optimize digital experiences that increased awareness, engagement, and participation.
- Created and launched a user friendly Earth Month website that generated 50K unique visits, expanding access to digital sustainability programming and content.
- Led digital engagement efforts in partnership with Sun Devil Athletics across fan engagement, video, social, marketing, communications, and design; received the 2019 Pac-12 Football Zero Waste Competition Student-Athlete and Fan Engagement award for this work, with recognition presented by NBA Hall of Famer Bill Walton.
- Created multimedia campaigns and presentations using Adobe Creative Suite, maintained brand consistency, and managed and trained student employees in digital marketing and social media.
- Represented ASU as a panelist at the 2019 Pac-12 Sustainability Conference, discussing ASU Athletics' commitment to sustainability and digital engagement initiatives designed to increase awareness & participation.

CBS SPORTS DIGITAL - DIGITAL MEDIA SERVICES | Carlsbad, CA

2014 - 2018

Web & Digital Manager, Client Services & New Business | Lead Web Content Producer

- Managed B2B digital strategy, client relationships, and web experiences across 130+ collegiate athletics partners, supporting official athletic websites, mobile experiences, ecommerce, content, SEO, and digital campaigns.
- Led and trained an 11 person content production team while delivering hands on web solutions including HTML/CSS page builds, CMS publishing and updates, responsive web content, graphics, & custom page layouts.
- Oversaw website launches and content implementation, partnering with technical teams to meet accessibility requirements, timelines, and client expectations while troubleshooting CMS issues, live statistics integrations, and other technical challenges.
- Implemented Jira to improve prioritization and workflow management between content production and development teams.
- Increased social media performance by **80%** through paid ads, video, GIFs, visual storytelling, animation, and integrated marketing campaigns.

OKLAHOMA STATE UNIVERSITY - ATHLETICS | Stillwater, OK

2012 - 2013

Media Relations Assistant

- Produced web content, feature stories, press releases, media materials, research, and event communications for collegiate athletics using AP style writing and CMS publishing.
- Conducted interviews with elite athletes and coaches, including Kevin Durant during his Oklahoma City Thunder tenure and Brittney Griner and Baylor head coach Kim Mulkey at the NCAA Women's Final Four.
- Wrote feature stories, news releases, and press materials for Oklahoma State Athletics using AP style, while coordinating media communications and press conferences to support coverage of athletic programs & events.

EDUCATION

OKLAHOMA STATE UNIVERSITY | Bachelor of Science, Digital Media and Strategic Communication | 2013

TECHNOLOGY

Adobe Experience Manager (AEM) | Adobe Analytics | Adobe Workfront | Figma | Azure DevOps | Jira | Adobe Creative Suite | Google Search Console | Google Analytics | WordPress | Core Web Vitals | Salesforce | HTML/CSS | SEMrush | CMS Platforms