



Craig Geiger

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Summary

Driven and seasoned marketing expert with close to 25 years experience focused exclusively on delivering innovative strategies in the always evolving digital landscape. Looking to bring together my design, development and marketing passion into the ski industry.

Experience

Director Site Experience, Cox Communications, 2022 - present

- Managing internal SEO, UX, QA, Optimization and Marketing DevOps teams
- Directing 2 design agencies and 3 vendors, providing direct input into roadmap and budget planning as well as directly managing execution
- Steering technology team roadmaps relating to cox.com
- Rearchitected CMS implementation partnering closely with Technology team to drastically improve design and production efficiency
- Integrating AI into various aspects of production wherever possible to reduce labor
- Devised and implemented scalable QA processes
- Transitioned SEO from external agency to in-house team
- Improved conversion rates through UX updates as well as traffic routing via SEM and SEO
- Working directly with paid media team to find content gaps, as well as help reduce media spend through improved quality scores
- Realized 2X site speed performance metrics through continual refinement and tactics
- Monitoring both SEO and internal site search to reduce call-in and live chat costs

Sr. Manager, Cox Communications, 2018-2022

- Responsible for all SEO maintenance and enhancements of cox.com
- Established in-house SEO team for increased output and substantial cost savings
- Architected and implemented multiple design systems, increasing operational efficiency and user experience consistency across the cox.com ecosystem
- Coordinated with brand and public affairs teams to infuse Cox branding into website experience
- Partnered with Cox technology teams to build out core user interface libraries for website
- Implemented strategy to stand up 7k+ webpages on external platform for local SEO optimization working with networking, technology, security and design teams
- Audited and reviewed cox.com designs for UX, SEO, accessibility and performance compliance
- Implemented and maintained on site search tool
- Collaborated with social media teams to promote user experience consistency, accurate reporting and appropriate content maintenance schedules

Consultant, Cox Communications, 2016-2018

- Responsible for all SEO maintenance and enhancements of www.cox.com SEO implementations
Worked with internal teams and external agency partners to improve page performance within search engine results
- Identified and solved many technical issues crippling cox.com's search engine ranking
- Employed SEO specific tools: Google Search Console, Ahrefs, Screaming Frog, SEM Rush, RankRanger, etc.
- Attended SEO conferences to keep current with Google's changing search ranking signals
- Created and provided guidance on new site experiences to ensure user expectations and Googlebot rulesets were achieved
- Established and maintained a best practices strategy for site consistency

Sr. Consultant, Verizon Wireless 2013 - 2015

- Identified, forecasted, and implemented projects to increase sales specific to mobile e-commerce
- Analyzed data looking for sales opportunities within anomalies and patterns
- Created and monitored dashboards and alerts for performance, site analytics and sales data
- Built functioning prototypes for focus group and A/B testing
- Prepared and presented analysis of site data
- Developed and launched first tablet optimized e-commerce site among US wireless carriers
- Responsible for all day to day maintenance and enhancements of mobile and tablet sites
- Synchronized national marketing campaigns and online promotions onto mobile experience
- Managed partner agencies with regards to design, creation, approvals, testing, and support within the mobile site

CTO, Thrust Interactive 2012-2013

- Participated in the overall new business review process, to review and assessment of project requests, development of technical strategy approaches, project timing and budgets, and pitch presentations
- Developed business requirements and goals for mobile applications and monetization strategies for games
- Managed budgets from both a company and project perspective
- Worked with management team to steer company focus and strategy
- Promoted company image through community events for recruiting purposes
- Assisted in design and implementation of company communications and marketing materials
- Increased quality of final deliverables
- Educated staff on the necessity of analytics, error reporting, and app monitoring
- Focused development team on attention to detail
- Analyzed cross platform technologies for cost effective game and mobile app solutions
- Applied Agile software methodologies to development process
- Reinforced best practices from sales through project completion
- Directed education of team members on trending technologies and tools

Director of Development, Moxie Interactive 2011-2012

- Led development and technical strategies for Verizon Wireless and Georgia Pacific
- Relunched websites to incorporate responsive design, touch gestures for tablets and mobile devices, while maintaining legacy browser support
- Attended Adobe CQ5 training and implemented applicable products and services
- Coupled Adobe SiteCatalyst with Adobe Test & Target to increase conversions, tested with Adobe Scene7 for dynamic pricing and DMP-targeted creative (both media and landing pages)
- Implemented Adobe Air as a single source codebase to distribute a kids Flash application deployed to web, Android and iOS devices
- Led and managed team of developers from a career perspective as well as day to day projects from start through completion
- Created and managed development project estimates
- Assisted with department resourcing
- Coached team on approaches to troubleshooting development bugs
- Collaborated with analytics, creative, UX, client services, and hosting teams to create best and most reliable products possible
- Presented high profile projects at agency meetings to share key learnings and recommended approaches

Instructor, The Creative Circus 2001-2004 , 2010-2011

- Instructed web development classes (HTML, CSS, JavaScript & jQuery, PHP)

1995 - 2011

- Lead Developer, Moxie Interactive
- Independent Contractor (Design & development)
- Co-founder, Altitude Studio
- Sr Designer, Ketchum
- Art Director, Image Communications
- Sr Designer, World Web, LTD

Education

- Virginia Tech – B.A. 1995