Alex Wesler

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Summary

Developing and managing platforms, strategies, and experiences for digital inbound marketing, conversion optimization, and user engagement.

With over 15 years in web development and digital marketing, I have a strong background in designing and developing B2B websites that enhance user experience while supporting business goals. I have a deep understanding of web analytics and optimization, using various tools and techniques to increase both conversion and engagement rates. Additionally, I have experience in managing real-time personalization, localization, and integrated campaigns across multiple web properties and platforms. I enjoy collaborating with design teams, content writers, product and growth marketing, and operations to deliver high-quality web solutions that meet the needs and expectations of both customers and internal stakeholders.

Experience

Director of Web Development (Marketing)

DataGrail

Oct 2021 - Present (2 years 1 month)

Creation and optimization of web properties to align with the company's vision, brand, and revenue goals

Director, Web Development (Digital Marketing)

SmartRecruiters

Jun 2014 - Sep 2021 (7 years 4 months)

- Web marketing and development of marketing web properties
- Implemented and managed website and blog platforms
- Website analytics
- Managed RTP (real-time personalization) campaigns on website
- Managed multi-language Localization for marketing web properties
- Optimized lead capture on marketing web properties and collaborated with Marketing Ops to ensure lead data integrity between Marketo and Salesforce
- Collaborated closely with designers to maintain brand guidelines across marketing web properties
- Technical Lead for creation of Marketo email and landing page templates
- Owned Technical SEO
- Managed PPC programs though agency partnership

Director, Web Development, Marketing Cloud

Oracle

Mar 2014 - Jun 2014 (4 months)

Led web development team for integration of Responsys related web properties into the unified Oracle Marketing Cloud.

Principal Web Developer, Marketing

Responsys

Aug 2012 - Mar 2014 (1 year 8 months)

Managed the web development team within Corporate Marketing department from pre-IPO through acquisition by Oracle for $1.5B.

Senior Web Developer, Marketing

Responsys

Mar 2010 - Jul 2012 (2 years 5 months)

Web Production Manager (Creative Services)

Art.com

Jun 2008 - Mar 2010 (1 year 10 months)

Managed the web production team within Marketing Creative Services

Lead Front-End Coder (Creative Services)

Art.com

May 2007 - Jun 2008 (1 year 2 months)

Graphic Artist

Art.com

Apr 2006 - Apr 2007 (1 year 1 month)

Education

Academy of Art University

MFA, Computer Arts - New Media

Studied web design, user experience, and web development.

School of Visual Arts

BFA, Graphic Design

Studied Graphic Design for web and print

Skills

Conversion Optimization • Lead Generation • User Journeys • Web Analytics • Dreamweaver • Web Design • Web Development • Email Marketing • User Experience • Graphic Design