

Shawn Budd

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Technical / Digital Operations Manager

Web Platforms • SEO • CRO • Analytics • Project Delivery

PROFESSIONAL SUMMARY

Hands-on Technical and Digital Operations Manager with 20+ years of experience leading web platforms, digital projects, and cross-functional delivery across multi-site environments. Proven ability to manage execution, optimize systems, and improve performance through SEO, CRO, analytics, and structured workflows.

Experienced in managing full lifecycle web initiatives—from requirements and build through QA, launch, and ongoing optimization—while coordinating developers, designers, and stakeholders to deliver measurable business outcomes.

Strong background in WordPress ecosystems, performance optimization, analytics (GA4, GTM), and process improvement, with a focus on scalable systems, operational efficiency, and continuous optimization.

CORE SKILLS

Web Platforms & CMS

WordPress, CMS Management, WooCommerce, Website Development, Web Operations, Multi-Site Environments

SEO / CRO / Performance Optimization

Technical SEO, On-Page SEO, Local SEO, Conversion Rate Optimization (CRO), Core Web Vitals, GTMetrix, Lighthouse, Page Speed Optimization

Analytics & Tracking

Google Analytics 4 (GA4), Google Tag Manager (GTM), Google Search Console, Conversion Tracking, Data Analysis, Performance Reporting

Project Management & Delivery

Agile Workflows, QA Testing, Release Management, Requirements Gathering, Cross-Functional Coordination, Sprint Support

Technical Skills

HTML, CSS, JavaScript, SQL (working knowledge), Website Troubleshooting, Debugging

Operations & Leadership

Vendor Management, Offshore Coordination, Stakeholder Communication, Process Optimization, Workflow Standardization, Team Coordination

PROFESSIONAL EXPERIENCE

Digital Operations Manager / Web Platform Lead

BTB Web Designs (Self-Employed) | 05/2005 – Present

- Managed and optimized 200+ WordPress websites, overseeing full lifecycle delivery from planning and development through launch and ongoing optimization
- Led execution of 1,000+ digital projects, coordinating developers, designers, and stakeholders to ensure timely and high-quality delivery
- Improved lead generation by 20%+ through SEO strategies, UX improvements, and conversion rate optimization (CRO) initiatives
- Implemented technical SEO best practices including structured content, metadata optimization, and internal linking to improve search visibility
- Optimized website performance using tools such as GTMetrix, Lighthouse, Cloudflare, and WP Rocket, improving load speed and Core Web Vitals
- Managed analytics and tracking through Google Analytics 4 (GA4) and Google Tag Manager (GTM), enabling accurate performance measurement and data-driven decisions
- Designed and refined landing pages and conversion paths to improve user engagement and reduce friction across the customer journey
- Conducted QA testing and troubleshooting to ensure functionality, usability, and cross-browser/device compatibility
- Standardized workflows and operational processes to improve scalability, efficiency, and consistency across projects
- Coordinated with offshore vendors and third-party partners to improve delivery timelines and reduce bottlenecks
- Utilized Adobe Creative Suite (Photoshop, Illustrator, XD) to support web design, asset creation, and UX improvements

Operations & Technology Lead

Kisco Senior Living | 08/2024 – 02/2026

- Improved internal workflows and system processes, increasing team productivity and operational efficiency
- Reduced issue resolution time by 60% through process improvements and workflow redesign
- Coordinated across departments to improve communication, execution, and service delivery
- Supported operational systems and technology improvements to enhance day-to-day performance

Technical Project Manager / Operations Lead

3C Interactive | 05/2017 – 08/2018

- Managed delivery of enterprise SaaS and digital initiatives across cross-functional teams
- Translated business requirements into actionable tasks and coordinated execution across development and QA teams
- Supported Agile workflows including task coordination, prioritization, and communication between teams

- Improved onboarding processes and internal workflows to increase efficiency and reduce delivery friction

Senior Technical Support Manager / Technical Account Lead

Travelocity / World Choice Travel | 05/2005 – 08/2014

- Acted as primary technical liaison for 1,500+ partner accounts, supporting large-scale web platform operations
- Led technical support and project coordination for enterprise clients including AAA, AMEX, and Kayak
- Participated in software design, QA testing, and rollout processes to ensure alignment with business and technical requirements
- Configured and customized white-label website platforms to meet partner-specific needs and improve user experience
- Monitored partner performance using SQL queries and analytics tools to identify trends and optimization opportunities
- Developed demo environments and onboarding materials to support partner adoption and training
- Provided troubleshooting and technical solutions to improve platform functionality and client satisfaction
- Supported account lifecycle management including activation/deactivation processes to maintain system accuracy
- Created custom search widgets and URL configurations to enhance product usability and targeted user experiences

PREVIOUS/ADDITIONAL EXPERIENCE

Maintenance Supervisor/Lead -- Amerihost Inn

District Circulation Manager – Griffin Daily News

Retail Account Representative – Coca-Cola Enterprises

Store Manager – Garb-Ko, Inc. (7-11)

Owner / Operator – Budd’s Power Wash

MILITARY SERVICE

Gunner’s Mate (GMG3, SW)

United States Navy | 1989 – 1993

- Served in Operation Desert Storm and multiple deployments
- Participated in boarding operations and mission-critical assignments
- Earned multiple commendations and Enlisted Surface Warfare Specialist (ESWS) qualification
- Demonstrated leadership, discipline, and operational excellence in high-pressure environments

EDUCATION

Bachelor of Business Administration (BBA)

Information Systems / Computer Programming

DeVry University