

Sammy Terry Jr.

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Web Marketing Operations & Program Management Professional

with 6+ years of experience supporting high-velocity web campaigns through rigorous QA/UAT, cross-functional coordination, and operational excellence. Proven ability to validate website experiences prior to launch, manage timelines and deliverables, and ensure experiments, content, and backend configurations meet brand, legal, and performance standards. Deep experience partnering with marketing, product, design, and engineering teams across CMS-driven environments (AEM, WordPress, Shopify) to enable scalable, accurate, and efficient web execution.

- **Skilled in analyzing market trends, leveraging data-driven insights, collaborating with clients, and implementing innovative digital marketing initiatives to achieve long-term objectives.**
- **Adept at collaborating with cross-functional teams to devise and execute comprehensive content and marketing strategies.**
- **Proficient in leveraging Adobe Experience Manager (AEM) to develop and publish web pages while implementing advanced SEO techniques to enhance the brand's online visibility and user engagement.**
- **Proven ability to integrate design skills into web projects and deliver exceptional digital solutions with energy and creativity.**

CORE PROFICIENCIES

Website QA & User Acceptance Testing (UAT) | Website QA & User Acceptance Testing (UAT) | Frameworks & Libraries | CMS Proficiency | Responsive Design | Sprint Planning & Delivery Tracking | UI/UX Design
SEO Fundamentals | Cross-Browser Compatibility | Web Performance Optimization | Project Management & Execution
Performance Metrics | Documentation & Process Governance | Analytical Skills | Communication Skills | Continuous Learning

TECHNICAL SKILLS

Adobe Photoshop | CMS (AEM, WordPress, Shopify, Webflow) | Adobe Experience Manager | Adobe Firefly | Adobe Premiere | Bootstrap | Woo Commerce | Gluntenburd Editor | Digital Asset Management (DAM) | Workflow Optimization & QA Process Improvement | Google Tag Manager | Tealium | Slack | HTML5, CSS3, JavaScript | React | ScreamingFrog | Adobe Creative Cloud | Microsoft Office Suite | Syndigo Content Syndication Platform | Google Analytics SEO | SEM | ChatGPT | Gemini | Prompt Engineering | Claude | OpenAI | AI Agents and Automations | N8N

PROFESSIONAL EXPERIENCE

SalesForce • Remote • 08/2024 - April 2025

Web Experience Manager | Web Operations & QA Lead

- Authored, updated, and published enterprise web content using Adobe Experience Manager (AEM) following structured content and release workflows.
- Led website QA and UAT validation for new and updated web experiences prior to launch, ensuring accuracy, functionality, and compliance with brand and marketing standards.
- Validated page builds, content integrity, metadata, and asset placement across environments using Adobe Experience Manager (AEM) and WordPress.
- Partnered cross-functionally with marketing, design, and engineering teams to ensure launch readiness and on-time delivery of web initiatives.
- Executed backend operational checks, including asset management, form validation, tagging, and page configurations.
- Conducted comprehensive pre- and post-launch QA across browsers and devices to ensure consistent user experience.
- Uploaded, organized, validated, and maintained digital assets within AEM DAM, ensuring correct metadata, formats, and performance optimization.
- Tracked deliverables and timelines in Asana, providing execution support so marketers could focus on strategy rather than project coordination
- Supported SEO and analytics validation post-publish to ensure content integrity and performance.
- Assisted with CMS migrations and page transitions while maintaining content accuracy and URL integrity.
- Produced accuracy checks and performance insights using Google Analytics, supporting data-informed optimization.
- Conducted comprehensive keyword research and content planning to drive organic growth, using tools such as SEMrush, SpyFu, and Google Keyword Planner.
- Executed on-page SEO strategies including metadata optimization, internal linking structures, and schema markup to improve content visibility and search rankings.

MIDEA • Parsippany, NJ • 03/2022 - 04/2024

E-Commerce Web Operations & Content Specialist

- Supported high-volume web updates and campaigns by validating product pages (PDPs/PLPs), landing pages, and seasonal launches prior to go-live.
- Performed QA and validation across CMS, DAM, and PIM systems to ensure data accuracy, compliance, and brand consistency.
- Managed web operations workflows using Monday.com and Jira, tracking timelines, dependencies, and deliverables across teams.
- Implemented and validated A/B testing and content personalization initiatives to improve user experience and conversion performance.
- Communicated and work on projects wit hco-workers and stakeholders through Asana
- Ensured data hygiene through regular audits across Shopify, Syndigo PIM, and AEM environments.Supported multilingual content updates by preparing content for localization and validating post-publish accuracy.
- Managed and validated assets within DAM systems, ensuring consistency across regional and localized experiences
- Identified workflow inefficiencies and partnered with internal teams to improve processes, reducing rework and launch delays.
- Maintained and updated website content, ensuring accuracy, brand consistency, and timely execution of product and promotional updates.
- Proactively identified workflow inefficiencies and implemented process improvements for faster, more reliable content delivery.
- Leveraged analytics tools to track content performance and identify opportunities for SEO and UX improvements.
- Implemented A/B testing and content personalization strategies to enhance user experience and boost online sales.
- Ensured timely updates of seasonal campaigns, promotions, and product launches in alignment with marketing calendars.
- Devised comprehensive content strategies for website blog pages to amplify traffic and bolster e-commerce endeavors.
- Implemented and managed tags in AEM, including the integration of Tealium tags to enhance search and product fields.
- Acted as a liaison with development agencies to enact website changes and enhancements.
- Analyzed website traffic and user behavior using tools like Google Search Console to identify areas for improvement.
- Employed Excel spreadsheets for product briefs and data analysis to inform the decision-making process.

Work Your Potential • Newcastle UponTyne, UK • 11/2020 - 11/2021

Web developer

Translated design mockups into HTML/CSS interfaces by utilizing Wordpress for streamlined organization and seamless collaboration with clients. Applied HTML, CSS, and jQuery to develop and style web pages while ensuring consistent compatibility across diverse devices and platforms.

- Developed responsive WordPress pages and templates for cross-browser compatibility and optimal user experiences.
- Collaborated with clients and assessed their needs to plan and execute website projects from inception to completion.
- Managed clients' Google Ads and Analytics accounts to furnish regular reports on website traffic and performance.
- Executed an SEO campaign for high-volume and long-tail keywords to bolster online visibility and search engine rankings.
- Crafted logos and graphics using Adobe Photoshop and Illustrator, tailored for integration into websites and promotions.
- Tailored JPEG and PNG image for Website Optimization.
- Maintained ongoing communication channels with clients to deliver regular updates on project advancements and actively sought feedback to ensure client satisfaction.
- Devised and executed social media strategies aimed at driving brand visibility and traffic to promotional pages.

AGAIN Interactive • Morristown, NJ • 02/2020 - 01/2021

Email Developer

- Responsible For Creating Responsive HTML Emails.
- Validated layouts, links, assets, and rendering behavior prior to deployment.
- Executed rigorous QA testing of responsive HTML emails across browsers, devices, and email clients to ensure accuracy and consistency.
- Resizing images and processing them for the web in Adobe Photoshop.

Fetta Inspired Jewelry • New York, NY • 02/2017 - 01/2019

Graphic/Web Designer and Developer

Implemented advanced SEO/SEM techniques by leveraging meta tags, long-tail keywords, OG meta tags, and meta tag cards to enhance website visibility. Spearheaded design and development of websites utilizing custom CMS WordPress to deliver tailored solutions aligned with client's needs.

- Led content management systems, encompassing installation, configuration, troubleshooting, and content creation.
- Managed Google Analytics and Search Console for clients to integrate with Google Ads to optimize campaign results.
- Developed Goals and funnel data within Google Analytics to refine website performance and enhance user engagement.

- Resized and enhanced client images using Adobe Photoshop for visual consistency and appeal across the website.
- Oversaw the setup of WooCommerce sites to streamline product management and facilitate online sales.
- Fostered collaborative relationships with clients to inspire innovative marketing ideas and drive targeted website traffic.
- Achieved a 50% increase in page speed by optimizing on-page SEO performance and enhancing user experience.
- Strategized, planned, and executed impactful email marketing campaigns to nurture relationships and drive conversions.
- Identified lucrative social media opportunities and devised actionable execution plans to capitalize on them.
- Provided strategic recommendations and implemented growth strategies to enhance brand visibility and expand and leverage the client's social media follower base.

Verisk Analytics • Jersey City, NJ • 2014 to 2016

Web Developer

Leveraged Illustrator and Photoshop to craft tailored graphics, web banners, and icons, while elevating the visual appeal of the website. Collaborated with team members to exchange insights on best practices and strategies and foster a collaborative environment conducive to timely project completion.

- Crafted Articles within Joomla and used HTML and CSS formatting to ensure visually appealing and structured content.
- Executed seamless migrations of pages from the old site to the Joomla template while guaranteeing continuity and functionality throughout the transition process.
- Developed static pages for the ISO live site by carefully maintaining design consistency and layout integrity.
- Conducted cross-browser testing to verify compatibility across various platforms and browsers.
- Developed unique classes for Modules in Joomla to optimize website performance and enhance functionality.
- Utilized Basecamp for streamlined project management and efficient collaboration through seamless communications.
- Met project deadlines by leveraging strong time management and organizational acumen in delivering results.

EDUCATION AND CERTIFICATIONS

Associates Degree • Gibbs College Livingston NJ • 2007

Shopify Training Course Certification • 2024

Google Analytics Course Certification • 2019

Reiki Master Certification • 2014

Reiki 1 and 2 Certification • 2010