



GEOFFREY T. LYMAN

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About

Proven web and digital marketer practicing servant leadership at the intersection of design, strategy and tech. Focused on driving results through design thinking, user-centricity, data and immersive experiences.

Education + Credits

BA, Advertising
Temple University
Sept. 2003 - May 2008

Digital Marketing Certificate
Emeritus University – 2019

Conversational Marketing
Certified
Drift – 2019

Front-End Web 101
*New York Code + Design
Academy – 2016*

Pragmatic Marketing Certified
Pragmatic Institute – 2014

Skills & Tools

UI/UX Design
Wire-framing
User Research/Usability testing
A/B Testing
Conversational design
Project Management
HTML, CSS/SASS, JS, PHP
Enterprise CMS (Magento,
Kentico, Wordpress)
Web Frameworks (jQuery,
Bootstrap, Zurb Foundation,
Node)
Adobe CC
Git
Google Marketing Platform
InVision
Sketch
MOZ and SEMRush
MarTech (Marketo, Salesforce,
Zapier, Wrike, Drift, ZenDesk)
REST API

Strengths Profile

Adaptability / Positivity /
Empathy Ideation / Developer

Experience

FRONTLINE EDUCATION

2014 - Present

Digital Strategy & Operations Manager • October 2019 - Present

- Manage day to day operations of six digital marketers responsible for email marketing, marketing automation, web development, SEO, internal systems and marketing technology
- Produced strategy for Account Based Lead Scoring and Marketing Engagement Score programs
- Responsible for web growth strategy and road map for ongoing web and SEO development – consistently delivered 100% of web pipeline goals (67% total YoY growth 2018-2020)
- Led multi-discipline team to form strategy and design of custom chat bot solution to reduce customer support tickets by 21%

Web/SEO Strategist • April 2018 - October 2019

- Implemented chat bot platform and workflows which resulted in 100% increase in lead to opportunity rates and 50% improvement in sales stage velocity
- 120% conversion rate improvement across site through A/B testing and iterative development approach
- Drove design, strategy and UX of custom built, in-house, interactive webinar platform

Web Designer • May 2017 - April 2018

- Led CMS re-platforming of enterprise website that increased search visibility, site health (page load speed reduced by 3 sec.), and ultimately increased revenue through site-wide structural enhancements and lead flow optimizations
- UX/creative lead for TheLineK12.com digital publication and e-commerce platform
- UI/UX design and front-end dev for internal applications for marketing productivity, marketing automation, and data management and attribution modeling
- Provided UI/UX design and direction for custom AJAX site search that dramatically improved search functionality and usability

Interactive Designer • April 2016 - May 2017

- Part of the core in-house team that designed and developed a new corporate website as part of an overall re-branding initiative
- Responsible for building interactive landing pages and web tools to support digital campaign efforts

E-commerce Graphic Designer • September 2014 - April 2016

- Lead designer and dev responsible for overall branding, digital marketing, UX, UI and dev for three direct to consumer brands
- Designed and supported front-end dev for fully responsive website and subscription management portal - Jobulator.com - 100k+ monthly unique visitors
- Led UI/UX design for e-commerce subscription platform serving the K-12 education community
- Crafted copy, design and HTML for email marketing campaigns and related landing pages
- Concepted, designed, and built multi-channel holiday campaign that drove ~700% increase in brand interactions across social media and web

KAISERMAN JEWISH COMMUNITY CENTER

2008 - 2014

Marketing Assistant

- Developed and managed brand look, feel and messaging across owned media
- Developed creative concepts through to production of ad campaigns in both the print and digital space
- Produced engaging content (videos, social posts, short stories) for social media, website and email marketing campaigns
- Re-branded summer camp which led to 42% increase in annual registrations
- Created branded annual giving campaign driving \$25,000 in giving
- Coordinate with outside ad vendors to make sure advertising is delivered on time and effectively