

Geoffrey T. Lyman | CPACC | UXC

GLOBAL WEB & DIGITAL MARKETING LEADER

hey@geofflyman.com

<https://www.linkedin.com/in/geoffreylyman>

610-716-3716

West Chester, PA, 19380, USA

Digital leader integrating strategy, technology, and user experience for Fortune 500 and high-growth B2B SaaS organizations. Proven track record in optimizing websites to achieve impactful outcomes. Recognized for strong leadership of top-performing teams with clear direction, empathy, and decisive action.

Work Experience

Manager, Digital Experiences

Apr 2021 - Present

[The Hershey Company](#) | Remote

Oversee global web operations and development with expertise in full-stack optimization, SEO, UX, CRM, paid media, and digital accessibility. Lead data-driven initiatives to increase return on investment, brand awareness, and customer engagement through strong collaboration and strategic digital marketing.

- Owned and championed enterprise digital accessibility strategy; developed authoring guidelines, integrated testing into agile workflows, and elevated enterprise-wide visibility through reporting, training sessions, learning programs, and partnerships with business resource groups, legal and procurement teams.
- Spearheaded AEM Cloud migration for 15+ global sites, reducing delivery time by 20% and cutting costs by aligning stakeholders and implementing Agile workflows.
- Drove 10% YoY organic growth and 25% higher engagement by delivering scalable technologies, dynamic content, continuous improvement and WCAG 2.1 AA compliance—cutting page load by 1.5s and achieving passing CWV scores.
- Eliminated duplicative technologies across the enterprise resulting in ~\$1M in cost containment
- Consolidated web platforms post-M&A, achieving 55% reduction in technical debt and substantial cost savings.
- Coordinated with multiple stakeholders to launch five new B2B/B2C sites, maintaining high usability standards.

UX Tech Lead

Apr 2021 - Jun 2022

[The Hershey Company](#) | Remote

Oversaw technical roadmap, development of UX enhancements, sites architecture, and digital accessibility.

- Responsible for digital accessibility audits and remediation efforts across 15+ websites ensuring conformance to WCAG 2.0AA standards
- Increased on-site search click-through rates by 200% within 6 months by implementing a new tech stack and enhancing UX through data-driven insights.
- Cross-functional UX lead for large-scale B2B customer portal rebuild responsible for technical and functional requirements of 100+ user flows

Digital Strategy & Operations Manager

Oct 2019 - Mar 2021

[The Hershey Company](#) | Hybrid

Built and led a high-performing digital team across inbound, email, web, search, and ops in B2B SaaS. Scaled a digital engine that supported a \$1B+ exit, fostering creativity and collaboration through servant leadership.

- 300% (\$10M - \$40M) pipeline growth in three years through optimized lead generation campaigns, SEO and paid search, A/B testing, and CRO initiatives
- Applied cross-functional leadership across sales, GTM, Product marketing, content, and demand gen teams to grow outbound sales goals by 40% through ABM, customer engagement and lead scoring models and optimized sales outreach automation.

- Reduced support case volume by 21% and cut resolution time from days to minutes by leading a cross-functional team in custom chatbot implementation.
- Optimized post-acquisition MarTech integrations, increasing operational efficiency by 35% over 10 acquisitions in 2 years.
- Slashed campaign ingestion timelines from 1 month to 1 day via process automation and data governance enhancements.

Web/SEO Strategist

Apr 2018 - Oct 2019

[Frontline Education](#) | Malvern, PA

- Doubled MQL-to-opportunity conversion rates and improved sales velocity by 50% with AI chatbot implementation.
- Increased website conversion rates by 120% in through A/B testing, technical and on-page SEO, and UX improvements.
- Grew organic traffic by 400% via technical and on-page SEO - created SEO briefs for content teams, built structured data models, and implemented hub and spoke content architecture.
- Drove \$1M in new pipeline in under 6 mos. through design and strategy of new digital webinar experience.

Web/Interactive Designer/Developer

Sep 2014 - Apr 2018

[Frontline Education](#) | Malvern, PA

- Improved site page speed by 3s, doubled organic search visibility, and increased conversions by 12% via WordPress migration, SEO enhancements, structured data, and re-architecture.
- Technical and strategic lead and project manager for TheLinek12.com - an innovative e-commerce digital publication (Medium for K-12 leaders).
- Led web design and brand identity for three K-12 education sites (\$15M ARR), modernizing architecture, optimizing landing pages, and managing campaigns across social, paid, and email.

Marketing Assistant

Sep 2008 - Aug 2014

[Kaiserman JCC](#) | Wynnewood, PA

Creative and marketing lead for 2,000+ member non-profit community fitness center with \$10M annual operating budget

- Managed full-cycle marketing across digital and traditional channels.
- Drove double-digit YoY enrollment growth through a rebranding campaign.

Core Skills

Strategy & Ops: A/B Testing, Customer Journey Analytics, Data-driven decision making, Competitive Analysis, ICP, Content Strategy, Web Analytics, SEO/SEM, PPC, Paid Social, Demand Generation, Conversion Rate Optimization, eCommerce, Personalization strategies, Marketing automation, CRM, Web Accessibility (WCAG), Journey Orchestration, Multi-channel, Integrated Marketing, Branding, Lead Generation, Performance analytics, Attribution Models, Sales Cycle Optimization, Cross-functional leadership, Vendor management

Web Development:

WordPress CMS, Adobe Experience Manager Cloud, Bootstrap, Git, HTML/CSS/JS, Node.js, NPM, PHP, REST APIs, Shopify, WooCommerce, Salesforce Commerce Cloud

Tech Stack/Analytics Tools:

Adobe Creative Cloud, Marketo, Adobe Experience Platform, Ahrefs, Algolia, Bazaarvoice, Browserstack, CrazyEgg, DNS/Hosting, Drift, Fastly, Google Analytics, Google Marketing Platform, Google Search Console, Google Tag Manager, Hotjar, Looker Studio, Mailchimp, OneTrust, Salesforce, Salesloft, SEMrush, WPEngine, UsableNet

Project Management: Agile (SAFe 6), Asana, Azure DevOps, ITIL4, Jira, Rally, Wrike

AI & Automation: Cline, GitHub Copilot, Google Cloud Vision, Google Gemini, OpenAI API, Zapier

Education

Temple University

Sep 2003 - May 2008

Bachelor of Arts Advertising
GPA: 3.4

Certificates

IAAP Certified Professionals in Accessibility Core Competencies (CPACC)

May 2023

International Association of Accessibility Professionals (IAAP)

UX Certificate

Sep 2021

Nielsen Norman Group

Conversational Marketing Certified

Nov 2019

Drift, a SalesLoft Company

Digital Marketing

Jul 2019

Emeritus, Columbia Business School

Pragmatic Marketing Foundations and Focus

Sep 2014

Pragmatic Institute