

Eric Delgado

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SUMMARY: Results-driven Website Manager with 7+ years of experience leading digital strategy, owning WordPress websites, SEO, and cross-functional project execution. Proven track record scaling user acquisition, improving UX, and launching high-impact web experiences for mission-driven organizations.

PROFESSIONAL EXPERIENCE

YMCA of Greater Boston

Sep 2020 – Present

Digital Experience Manager (promoted from Web Content Manager)

Award: 2024 NAYDO Award for Best Philanthropic Communication for YMCA Annual Report Website

- Own roadmap for all YMCA Boston sites and digital touchpoints; developing and maintaining WordPress-based websites, including theme customization with HTML, CSS, JS, plugin integration, and performance optimization.
- Led a full-site WordPress redesign that increased SEO keyword rankings 500% and boosted membership conversion rates. Co-led the launch of YMCA GO – a virtual fitness platform and new revenue stream amassing 20,000+ subscriptions.
- Leveraged AI tools to streamline website content creation and review process, optimize SEO copy, and troubleshoot technical issues by reviewing and refining code implementations, improving overall site performance and efficiency.
- Led launch of the YMCA member registration portal built on Salesforce CRM, reducing manual registration work and enabling personalized web experiences.
- Drove digital content strategy in collab with Marketing, produced hundreds of webpages resulting in increased lead capture by 300% (1,000+ leads a month) and boosting online registrations by 20% year over year.
- Created reporting dashboards in Google Data Studio and GA4 to monitor KPI's, inform strategy and measure A/B tests.

Commonwealth Care Alliance

Feb 2019 – Sep 2020

Web Specialist, Marketing & Communications

- Global administrator for the CCA corporate and affiliate websites; managing all website changes, tagging and analytics implementations, and collaborating with company-wide stakeholders to update content.
- Led digital initiatives: website redesign and transition to WordPress and launch of the company intranet on Unily, creation of website blog during pandemic, quarterly web accessibility audits, boosting SEO rankings, supported QA testing and website integration of Doctor/Hospital Search web app.
- Established reporting on digital channels (website, paid digital and social) to inform marketing strategy with insights such as organic search trends, user behavior, UX, and conversion tracking.
- Developed and optimized Webflow landing pages for marketing campaigns, supporting lead generation through responsive design and conversion-focused layouts. Led a 400% increase on monthly lead capture after successful optimizations.

Wayfair

Jun – Sep 2018

Ecommerce Merchandising Associate

- Led strategy for 'Bathroom and Laundry' product categories to reach +46% YoY revenue growth. Achieved through analyzing category metrics using Excel, Tableau, SQL and qualitative user studies to identify opportunities for increasing conversion rates and driving revenue growth for the category.
- Established product listing standards based on data and executed hundreds of changes in the CMS to improve product listing issues such as naming, images, product details, redirecting search terms etc.

EDUCATION

Boston University Questrom School of Business, Boston, MA

Bachelor of Science in Business Administration; Dual Concentration in Finance and Marketing

Honors: Boston University Grant for Academic Excellence, Dean's List

SKILLS

Tech: HTML, CSS, JavaScript, Content Management Systems (WordPress, Webflow, Wix, Unily), HotJar Heatmap UX Tools, Microsoft Office Suite, Google Web Tools (Ads, GA4, Search Console, Tag Manager), Reporting (Data Studio, PowerBI, Tableau), Salesforce, SEO (Technical, On-Page, Content, SEMRush), SQL, Social Media & Analytics (Sprout Social, Meta Business Manager)

Other: Spanish (Fluent), Italian (Working Proficiency), Project Management, Web Accessibility Standards, UX Research, Vendor collaboration