

Eric Delgado

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SUMMARY: Results-driven Website Manager with 6+ years of experience leading digital strategy, WordPress development, SEO optimization, and cross-functional project execution. Proven track record scaling user acquisition, improving UX, and launching high-impact web platforms for mission-driven organizations.

PROFESSIONAL EXPERIENCE

YMCA of Greater Boston

Sep 2020 – Present

Web Content Manager, Information Systems

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

- Manager for all YMCA Boston sites and digital touchpoints; Developing and maintaining WordPress-based websites, including theme customization, plugin integration, and performance optimization.
- Project Lead: Executed a full-site redesign, improving SEO keyword rankings by 500% and boosting membership conversions. Co-led the launch of YMCA GO – a virtual fitness platform and new revenue stream amassing 20,000+ paid subscriptions.
- Spearheaded SharePoint intranet expansion and employee training, improving internal communication and engagement.
- Collaborated on 2024 Salesforce CRM launch; built YMCA member portal and integrated web experience for seamless registration and personalized content.
- Produced hundreds of web pages including configuring with HTML/CSS and created reporting dashboards in Google Data Studio and GA4 to monitor user behavior, content performance, and conversion rates. Collaborated with Marketing to increase digital leads to over a 1,000 per month, reflecting an increase of 300+%.

Commonwealth Care Alliance

Feb 2019 – Sep 2020

Web Specialist, Marketing & Communications

- Global administrator for the CCA corporate and affiliate websites; managing all content and edits through WordPress, tagging and analytics implementations, and collaboration with company-wide stakeholders.
- Led digital initiatives including: website redesign on 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 trends.
- Increased leads via digital channels by 400% per month on average after successful landing page strategy for paid search and paid social campaigns.

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 and executed hundreds of changes in the CMS to improve product listings, redirecting site search terms and fixing product listing issues such as naming, images, product details 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, Kentico, Wix, Unily), HotJar Heatmap UX Tools, Microsoft Office Suite, Google Web Tools (Ads, GA4, Search Console, Tag Manager), Reporting (Data Studio, PowerBI, Tableau), Salesforce, SQL, Social Media Platforms & Analytics (Sprout Social, Meta Business Manager)

Other: Spanish (Fluent), Italian (Working Proficiency), SEO Optimization, Project Management, Collaboration with External Partners & Agencies, Web Accessibility Standards, UX Research