

Jeffrey "Mark" Jaggers

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DIGITAL MARKETING LEADER & ENTERPRISE WEB STRATEGIST

Global Web Strategy | Web DevOps & Architecture | Product-Led Growth | GEO/AEO & Search Strategy

PROFESSIONAL SUMMARY

Senior web operations and digital growth leader with 15+ years driving enterprise web strategy, engineering delivery, and demand generation across global B2B environments. Proven track record unifying multi-region platforms, modernizing martech and CMS architectures, and executing CRO and search optimization (SEO/GEO/AEO) programs that scale web-sourced pipeline. Expert at bridging technical web devops with executive growth targets and cross-functional team management.

AREAS OF EXPERTISE

- **Strategy & Growth:** Global Web Strategy, Demand Generation, Product-Led Growth (PLG), Conversion Rate Optimization (CRO), Customer Journey Optimization
- **Search & AI Discovery:** Technical SEO, Generative Engine Optimization (GEO), Answer Engine Optimization (AEO), AI-Driven Search & Content Strategy
- **Architecture & DevOps:** Enterprise CMS / DXP (Adobe Experience Manager - AEM), Platform Migrations, MarTech Integration (Marketo, Tealium, GA4, GTM), Web Performance & CI/CD
- **Leadership & Governance:** Cross-Functional Team Leadership, Budget & Roadmap Management, Global Localization (34 Countries, 14 Languages), Web Privacy & Compliance (GDPR/CCPA)

CAREER HIGHLIGHTS

- **AI-Driven Innovation:** Championed AI and advanced search strategies, using LLMs plus SEO/GEO/AEO to boost visibility and make the web channel a growth engine.
- **Global Platform Modernization:** Unified 34 country sites and 14 languages onto a modernized AEM platform, improving page load speed by 40% and increasing global organic sessions by 25%.
- **Conversion Rate Optimization & Pipeline Growth:** Built an enterprise web experimentation program executing 40+ A/B tests annually, driving a 42% lift in visitor-to-trial conversion and a 55% increase in web-sourced pipeline.
- **Operational Efficiency:** Redesigned campaign launch workflows and modular page templates, reducing landing page turn-around time from 10 days to 2 days while supporting 3x campaign volume.

PROFESSIONAL EXPERIENCE

TREND MICRO, INC. | Irving, TX

Global Web Marketing Director of Development | June 2008 – Present

Directed global web operations, technical strategy, and demand generation for global enterprise portfolio, managing multi-million-dollar budgets and cross-functional teams across engineering, analytics, UX, and marketing.

- Owned end-to-end web strategy as the primary digital demand channel, optimizing PLG and sales-assisted conversion funnels to increase web-sourced pipeline by 35% and trial/demo signups by 40%.
- Integrated Artificial Intelligence (AI) technologies (Claude, ChatGPT, GitHub Copilot, and custom LLMs) into agile web development workflows and analytics operations, accelerating development velocity by 45% and expanding answer engine visibility.
- Executed multi-year enterprise platform migration across 34 countries and 14 languages, integrating Adobe Experience Manager (AEM), Marketo, Tealium, GTM, and GA4 to modernize infrastructure and reduce page load latency by 40%.
- Operationalized continuous experimentation and CRO roadmaps across key web entry points (homepage, solutions, pricing, demo flows), driving a 28% lift in conversion rates on high-impact customer journeys.
- Developed and scaled Generative Engine Optimization (GEO) and Answer Engine Optimization (AEO) strategies for web content, adapting to AI search behavior (ChatGPT, Claude, Perplexity) and boosting AI-driven organic conversions by 15%.
- Established a unified agile collaboration framework connecting developers, demand generation marketers, content editors, and external agencies to streamline project delivery and align web initiatives with revenue targets.

HANDMARK, INC. | Southlake, TX

Product Manager of Web and E-commerce | August 2007 – March 2008

Managed full product lifecycle and go-to-market execution for global web storefronts and carrier e-commerce partnerships.

- Defined product strategy, user journeys, wireframes, and functional requirements for online and on-device mobile storefronts (Sprint, mobile operators).
- Directed cross-functional engineering and design alignment, increasing repeat product engagement by 30% and achieving 25% revenue growth across digital products.

MAPSCO, INC. | Addison, TX

E-commerce and Web Marketing Manager | April 2001 – April 2007

Oversaw direct-to-consumer e-commerce, digital marketing channels, and marketplace operations.

- Managed multi-channel digital acquisition programs (SEO, SEM, email marketing, online marketplaces), driving 35%+ annualized online sales growth.
- Tested offers and optimized checkout UX flows, improving conversion rates by 22%, repeat customer purchases by 18%, and average order value by 15%.

EDUCATION

- **Bachelor of Arts, Web Management & Internet Development** | University of Texas at Arlington, Arlington, TX
- **Engineering Technology** | Texas A&M; University, College Station, TX