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# Stephen Watts

## Web Strategy

stephen@watts.dev  
310-606-9232

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## Experience

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Marketing professional with expertise in Web Strategy, Content & Messaging, User Experience, Conversion Optimization, A/B Testing, User Testing, Information Architecture, Web Analytics, Web Development, Web Operations & SEO.

I've played a major role in creating and growing brands in a wide range including B2B IT, B2C Health and Wellness, and Beverages.

Find me at [linkedin.com/in/wattssw](https://www.linkedin.com/in/wattssw)

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### Cisco / Senior Director, Web Strategy

November 2025 - Present, Remote (Birmingham, AL)

Head of Cisco Marketing Web Strategy. My team's functions include web analytics, A/B testing, and customer research; Agile product ownership for marketing sites, site sections, & features; site migration & integration strategy; conversion rate optimization; content strategy; development, management, & strategy for microsites; information architecture & navigation.

### Splunk / Director, Web Strategy & SEO

Jun 2021 - Present, Remote (Birmingham, AL)

Led the team responsible for content & technical SEO, conversion optimization, A/B testing & personalization, web strategy & governance, blogging, website migrations, analytics analysis, and other critical web marketing functions.

- Launched SEO-led publishing program, resulting in 100k+ monthly non-brand clicks in first year.
- Established fundamental web strategy processes for redirect management, content retirement, XML & HTML sitemaps, hreflang tags, query strings, analytics metadata, domain name ownership and management, website retirement, and other website management issues.
- Worked closely with Engineering teams to debug issues, create new technical standards to ensure crawlability and automation
- Advised on A/B Testing, conversion optimization, analytics analysis, on-site search, information architecture, UX/UI, domain name strategy.
- Stakeholder education on best practices, lead learning sessions, help stakeholders achieve business objectives.

Progression of roles at Splunk:

- Director, Web Strategy & SEO (2024-2025)
- Sr Manager, SEO (2021-2024)

### BMC Software / Director, Web Marketing & Strategy

Oct 2012 - Jun 2021, Remote (Birmingham, AL)

Led the teams covering website content/editorial, redesigns, SEO, UX/UI, A/B testing, optimization, user testing, microsites, blogs, translation strategy, project & bug prioritization, acquisitions, migrations, & more. I was the Agile Product Owner for the marketing websites.

Progression of roles at BMC:

- Director, Web Marketing (2019-2021)
- Web Marketing Strategy - IC & Leadership (2014-2019)
- SEO Strategy - Individual Contributor (2012-2014)

## **Nutragenetics & HealthWell Ventures / Marketing Manager**

May 2007 - May 2011, Hermosa Beach, CA & Remote (Big Sur, CA)

## **Freelance Web Development, SEO, & Marketing / Various Brands**

1998 - Present

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### **Awards**

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Winner of the US Search Award for best Low Budget SEO Campaign

Winner of the Finny Award for Best Interactive Content

Winner of the Splunk Most Disruptive Employee Award

Winner of the BMC Software Corporate Recognition Event Award

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### **Brands I've Worked With**

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**Cisco:** Senior Director of Web Strategy

**Splunk:** Director of SEO & Web Strategy

**BMC Software:** Director of Web Strategy, Content & Editorial, SEO, A/B Testing, User Testing, Web User Experience

**Redmont Distilling Co:** Founder, head of marketing, head distiller, web dev, digital ads, social for Birmingham's 1st Distillery since Prohibition

**Sam's Club:** Developed mobile QR-in-store website for Sam's Club's private label

**Dr. Louis Ignarro:** Marketing, social media, website management & consulting for 1998 Nobel Laureate in Medicine for nearly a decade

**House Plant Collective:** Web design, SEO, business strategy consulting

**Univision:** SEO strategy

**National, Alamo, & Enterprise Rental Car:** SEO strategy

**Gratsi Wine:** SEO, digital & business strategy consulting

**Extreme How-To:** Website redesign & SEO for DIY construction website

**LakeHomes.com:** SEO for the #1 lake homes website in the US

**Glen Oaks Big Sur:** Email, website, & social media work for a Big Sur hotel

**Anderson Canyon Big Sur:** Marketing, web dev, rentals, weddings, events

**Healthy Living Made Simple:** Editorial & social for launch of most widely distributed health & wellness magazine in the US

**Health is Wealth:** Developed and managed ecommerce site for Nobel Laureate

**Hilton Labs:** Ecommerce & SEO

**Beltone Audiology:** Web marketing, web dev, SEO

**Beltone Dallas Fort-Worth:** Web marketing, web dev, SEO

**Logan Martin Lake Protection Association:** Volunteer web dev for local non-profit

**Frank Lloyd Wright House:** Volunteer web dev for Alabama's only FLW house

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### **Education**

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**Auburn University / Bachelor of Arts, Philosophy**

2002 - 2007, Auburn, AL