

CASEY ADCOCK

Web Strategy & Growth Leader | CRO, Web Product & Scalable Web Platforms

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Web operations and digital experience leader with 13+ years of experience owning global web ecosystems as growth and conversion channels across SaaS, fintech, and enterprise organizations. Proven track record of defining web strategy, building scalable operating models, and driving measurable improvements in conversion, engagement, and digital performance. Experienced in aligning marketing, product, and engineering teams around roadmap execution, experimentation, and customer experience at scale.

CORE SKILLS

Web Strategy & Digital Experience · Global Web Roadmaps · Conversion Rate Optimization · Web Governance & Operating Models · Cross-Functional Leadership · Digital Customer Journeys · Experimentation & Personalization · CMS & Multi-Site Architecture (Webflow, WordPress, AEM) · Analytics & Performance Strategy · AI-Enabled Web Systems

PROFESSIONAL EXPERIENCE

Independent Contractor

MAY 2025 – PRESENT

- Delivered branding, website, and operational improvements for startups and small businesses. Created visual identity and merchandise system for a luxury automotive foundation and membership organization.
- Optimized website workflows, booking processes, and digital touchpoints for a photography business.
- Advised startup leadership on AI adoption opportunities, workflow automation, and process improvements.
- Built and tested AI-powered tools focused on website analysis, operational efficiency, and marketing execution.

Circle, Remote

MARCH 2025 – OCTOBER 2025

Interim Director, Web

Led web strategy and operations across a multi-domain Webflow ecosystem during IPO-stage growth, positioning the website as a scalable platform for marketing, product, and compliance initiatives.

- Defined and executed global web roadmap aligned to product launches, demand generation, and IPO-stage priorities
- Established enterprise web governance model (SOPs, QA standards, publishing workflows) to enable scalable execution and reduce operational risk
- Built and operationalized intake and prioritization systems across 15+ stakeholders, improving alignment and delivery efficiency
- Implemented analytics and compliance infrastructure (GA4, GTM, OneTrust) to support performance tracking and regulatory requirements
- Oversaw multi-property ecosystem (4+ domains, localized sites), ensuring consistent global experience and content delivery
- Improved operational efficiency through workflow optimization and AI-assisted processes
- Maintained 99.9% uptime across high-visibility web environment

Portnox, Remote

APRIL 2024 – FEBRUARY 2025

Senior Web Strategist / Web Operations Lead

Led web performance and experimentation strategy, positioning the website as a core demand generation and conversion channel.

- Defined CRO and experimentation roadmap across high-impact user journeys and landing pages
- Drove conversion improvements across key funnel entry points (+75% on optimized experiences)
- Identified and prioritized conversion opportunities through full-funnel behavioral analysis
- Built experimentation framework supporting continuous optimization and scalable testing
- Improved site performance and operational efficiency through CMS and workflow improvements (+44% performance, -40% overhead)
- Established analytics reporting to inform decision-making across marketing and leadership

Webex/Cisco, Remote

JANUARY 2022 – APRIL 2024

Web Operations Lead / Senior Digital Manager

Supported enterprise web strategy and execution across global SaaS properties, contributing to CRO initiatives and product-led growth (PLG) experiences.

- Executed web operations across enterprise CMS ecosystem supporting global marketing initiatives
- Facilitated cross-functional delivery across marketing, UX, and engineering teams
- Ensured QA and release readiness across high-volume global web updates
- Contributed to CRO strategy for Webex Events pricing experience supporting PLG transition
- Improved pricing page engagement (bounce rate 69% → 31%, time on page 2:05 → 3:09)

Florida International University, Miami, FL

JANUARY 2020 – JANUARY 2022

Web Program Manager

Led web operations and UX optimization across a large-scale multi-site ecosystem supporting institutional digital experience.

- Directed web operations across a 300+ site WordPress ecosystem serving academic and administrative stakeholders
- Redesigned high-traffic program discovery experience, doubling engagement and improving downstream traffic to departmental sites
- Improved page performance (100 desktop / 89 mobile PageSpeed, 2.8s load time)
- Enabled behavioral insights into program interest through UX and content restructuring

EDUCATION

Florida International University, Miami, FL	2022
Master of Science, Marketing	
University of Miami, Miami, FL	2015
Bachelor of Science, Communications & Media Studio	