



SEAN SORDO



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SUMMARY

Website and growth-focused digital marketing leader with 15+ years of experience managing SaaS marketing and product websites.

Proven track record owning Webflow, WordPress, and Shopify ecosystems while leveraging HubSpot for demand generation and lifecycle automation. Experienced in GA4, Google Tag Manager, A/B testing, SEO, and CRO, with a strong focus on mobile-first optimization, site health, and measurable product adoption.

CAREER

Principal Technical Web Specialist

Zillow Group, ShowingTime+ | 2022 - Present

- Directed website performance and product launch execution during multi-product SaaS brand consolidation, delivering high-impact Webflow and WordPress landing pages aligned with GTM positioning and demand generation strategy; implemented GA4 and GTM tracking to enable accurate attribution and performance optimization.
- Led structured A/B testing across key user journeys, improving revenue, conversion rates, and lead quality by 35% through CRO and on-page SEO enhancements.

Webmaster

New Horizons Computer Learning Center | 2020 - 2022

- Owned performance and optimization of WordPress marketing website, driving \$3M in direct annual revenue and influencing \$10M+ in assisted sales through landing page development, HubSpot lifecycle automation, SEO, and conversion rate optimization.
- Strengthened site health and analytics integrity by implementing GA4 and GTM tracking, improving mobile performance, page speed, metadata, and internal linking to enhance indexability and user experience.

Senior Web Manager

Pediatrix (Formerly MEDNAX) | 2017 - 2020

- Modernized 300+ WordPress marketing websites, standardizing page structure, metadata, and conversion pathways to improve SEO performance and scalability; partnered with cross-functional teams and agencies on mobile-first redesign initiatives.

Director of Web Application Development

Florida Atlantic University | 2008 - 2017

- Oversaw 100K+ CMS pages supporting 1M+ monthly users, implementing structured SEO, internal linking, and governance workflows to support campaign launches and sustained organic growth.

Tech Lead

First Presbyterian Church of Pompano Beach, The Pink Church | 2024 - Present

- Optimized church website and digital engagement platforms, increasing mobile performance and online engagement by 150% through landing page optimization and structured content execution.

EDUCATION

Florida State University

*Master of Science
IT Management*

*Bachelor of Science
Information Studies*

SKILLS

Core Competencies

Website Performance & Optimization · Webflow · WordPress · Shopify · HubSpot · GA4 & Google Tag Manager · A/B Testing & Experimentation · On-Page SEO & Indexability · Conversion Rate Optimization (CRO) · Landing Page Development · Demand Generation & Product Launch Support · Mobile-First Optimization · Cross-Functional Growth Collaboration