

# Gerardo Gil

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## PROFESSIONAL EXPERIENCE

### American Cancer Society

Remote

Web Content Specialist

Jul 2023 - Present

- Led collaboration with cross-functional teams to contribute to the content roadmap, resulting in a 25% acceleration of project delivery timelines and significantly reduced urgent requests, improving team workflow efficiency and strategic planning outcomes.
- Contributed to platform enhancement efforts through active UAT testing participation and critical feedback provision, supporting a 15% reduction in post-launch defects and helping ensure a seamless user experience.
- Supported deployment activities and functionality testing within an agile environment, contributing to a 10% increase in deployment efficiency while maintaining high standards of quality assurance.
- Contributed key content expertise to the year-end campaign strategy, resulting in 188% revenue growth.

### SHI

Austin, TX

Web Content Design Specialist

Nov 2021 - Present

- Designed and implemented comprehensive self-service content and web authoring processes, streamlining workflow capabilities and empowering the team with scalable solutions that increased overall design efficiency by 50%.
- Drove a 30% improvement in site health score by implementing a cross-functional SEO initiative that included on-page and off-page optimization strategies, ultimately enhancing organic search performance.
- Collaborated with data analysts to ensure optimal data flow within Google Analytics and developed comprehensive dashboards, enabling data-driven decision-making and strategic insights to enhance site performance.
- Led a team of designers and content specialists to design and develop public-facing brand guidelines to address widespread brand inconsistencies, resulting in improved brand compliance and reduced errors online.

### Virtualrain

Ogden, UT

Marketing Specialist

Feb 2020 - Oct 2021

- Executed end-to-end website redesign projects for 3 of the companies brands encompassing layout optimization, navigation improvements, and UI/UX enhancements, achieving measurable growth in user engagement performance.

### Freelance

Remote

Digital Marketing

Jan 2024 - Present

- Work directly with clients to understand their goals, guide them through strategy, and make sure every deliverable lines up with what matters most to them.
  - Ketchustard - Comprehensive website overhaul, establishing cohesive brand guidelines and product photography.

## LEADERSHIP EXPERIENCE

### Boys & Girls Clubs of Weber-Davis

Ogden, UT

Program Manager

Apr 2019 - Oct 2019

- Led a team of 20 employees and dozens of volunteers to organize a fundraising event, leveraging digital marketing campaigns and strategic planning to generate over \$75,000 in donations..

## EDUCATION

### Weber State University

Ogden, UT

Bachelor of Science in Communications - Digital Media

Graduation Date: Dec 2019

## SKILLS & INTERESTS

**Tools:** Adobe Experience Manager, Wordpress, Google Analytics, SEMrush, SiteImprove, Asana, AI

**Skills:** Web Design, UX/UI, A/B Testing, HTML, CSS, JavaScript, SEO, Web Content Management, AI Prompting