

Mariya Saakova

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Website Manager

CRO and UX-focused website marketing strategist with 12+ years of experience in working with cross-functional teams to build, launch and optimize websites. Analytical and results-driven, with proven experience in data analysis, MVT, and A/B testing.

Areas of Expertise

Websites

Web Architecture, Roadmaps, Customer Segmentation, User Journey Mapping, SEO, Privacy & Compliance, HTML, CSS, Javascript

Analytics

A/B Testing, MVT, Conversion Rate Optimization, Google Optimize, Adobe Target, HotJar, FullStory

Design

Design Thinking, UX & UI, Wireframing, Figma, Adobe Creative Cloud

Business

Agile, Product Owner, Cross-functional Team Lead, Stakeholder Management, Agency & Vendor Management

Tools

JIRA, ClickUp, HubSpot, SEMRush, Microsoft Office Suite, Google Workspace

Certifications

Professional Scrum Product Owner (Scrum.org), 2023

Certified Scrum Master (CSM), Scrum Alliance, 2023

Product-led Certification (Pendo), 2023

Education

Bachelor of Arts (BA) in English, Creative Writing
University of North Texas

Professional Experience

GI Alliance Southlake, TX (Hybrid)

Sr. Manager, Digital Marketing

Feb. 2023 – Present

Lead the strategy and execution of a top-tier web/digital experience with focus on patient acquisition and physician recruitment. Manage 3 direct reports responsible for websites, UX, ORM, and SEM for 30 brands and over 800 providers and locations.

- Created and presented the company's first website roadmap aligned to company vision and strategic business goals, receiving buy-in from leadership and external stakeholders
- Partnered with a web agency to migrate acquired websites from legacy platforms to a proprietary CMS, launching 18 sites & shortening time-to-deployment by 60%
- Within the first 6 months, have rolled out key website functionalities and features, including enhanced forms, provider search, and physician profile cards
- Increased online patient appointment requests by 20% YoY through form and page optimization

Mr. Cooper Dallas, TX (Remote)

Website Optimization Manager

Aug. 2021 – Dec. 2022

Led the creation and execution of the B2C and B2B conversion rate optimization and personalization strategy for the corporate website (3M+ monthly visitors), landing pages/forms, and offer banners.

- Partnered with the product team to launch personalized offer banners based on customer profile & journey, increasing conversions by ~25% MoM over non-personalized offers
- Initiated an A/B test to compare lead conversion path between a pre-approval lead form and self-service tool, uncovering and fixing leaks in the funnel that resulted in 15% lift in application completions
- Shortened time-to-deployment for new landing pages and offer banners by implementing a request intake system, requirement gathering and prioritization meetings with cross-functional teams
- Worked with an SEO agency to create versioned, keyword-focused localized content, achieving 12% lift in website visits in 8 months

SPINEN Macon, GA (Remote)

Director, Digital Marketing

Jan. 2016 – Aug. 2021

Directed a 5-member Agile team to build, launch, and optimize 10+ websites and web apps for B2B clients in technology, supply chain, and healthcare industries. Oversaw and reported on the performance of all digital efforts, including technical SEO, content strategy, email marketing, paid media and organic social.

- Implemented agile methodologies and PM processes for the development team, reducing time-to-launch for concurrent website and web app projects from 12+ months to under 6 months
- Initiated the rebranding, platform migration and content strategy overhaul for a B2B enterprise website, which resulted in page-one ranking for high-value, non-branded keywords
- Led the modernization of checkout experiences for retail, wholesale and corporate gifting customers for a B2B eCommerce client, achieving 50% YoY increase in unassisted completed transactions
- Streamlined project delivery and achieved high stakeholder and customer satisfaction by conducting comprehensive requirement gathering, communicating the vision, writing clear user stories, and prioritizing features that maximized the value of the final product

Cosmederm Bioscience San Diego, CA

Product Marketing Manager

Oct. 2012 – Sept. 2015

Owned the B2B and B2C digital strategy and brand awareness campaigns for a challenger CPG brand, contributing to 275% YoY growth in retail and online sales.

- Led the redesigns, content strategy and SEO efforts of two skincare brand websites with 80K+ monthly visitors
- Ran in-house A/B tests for customer- and physician-focused landing pages and lead forms
- Implemented marketing and sales performance dashboards for C-suite and S&M teams

Society of Petroleum Engineers Richardson, TX

Web Content Editor

Mar. 2008 – June. 2012

Supervised and trained two direct reports to manage change requests and project flow for 60+ microsites. Core member of the web development team responsible for the redesign of the corporate website with 500+ pages.
