



# JAMIE PEARL

## CONTACT



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## SKILLS

### WEB DEVELOPMENT

- HTML, CSS, JavaScript
- CMS (Joomla, Drupal, WordPress, Surreal, etc.)
- VS Code, Chrome DevTools, Dreamweaver
- Version control tools
- Front-end languages/frameworks (bootstrap, jQuery, etc.)

### MARKETING & ANALYTICS

- Email marketing strategy & software development, including A/B testing, automation & personalization
- SEO
- Google Tag Manager, GA4, Looker Studio, Tableau, SQL, BigQuery, Segmentation

### UI/UX & DESIGN SOFTWARE

- Photoshop, InDesign, Figma, Ceros, etc.

### ADDITIONAL SKILLS

- Microsoft Office Suite, Teams, Google Workspace, Jira, SharePoint, Slack, Smartsheet, etc.
- Streaming video platforms & hosting
- AI tools such as Copilot, ChatGPT, Gemini, Lex, etc.

## DRIVING ENGAGEMENT AND RESULTS THROUGH DIGITAL COMMUNICATIONS

Self-motivated, highly competent and skilled professional with a proven track record of driving measurable outcomes and adding value to every team. I leverage complex requirements and analytics strategies to create custom, engaging, user-focused digital experiences with measurable results. As a tech savvy communicator, I am uniquely positioned to bridge communication between clients, developers, and stakeholders. I excel in fast-paced environments, quickly grasp new platforms and consistently deliver high-impact results while managing multiple work streams and meeting tight deadlines.

## PROFESSIONAL EXPERIENCE



### WEB CONSULTANT/DATA ANALYST | Alight Solutions

AUGUST 2015 – MARCH 2025

- Used my broad knowledge of digital solutions to consult with colleagues and clients on technical requirements for solution implementation.
- Consulted on success measures, provided data analysis and custom reporting leveraging Tag Manager, GA4 and Looker Studio.
- Advised colleagues and clients on UI/UX and on page SEO best practices to enhance user experience, while being mindful of accessibility and ADA compliance standards.
- Collaborated, vetted, built and tested new ideas and solutions.
- Leveraged frameworks, front-end code, and CMS platforms to build custom websites and web applications, incorporating SSO connections, audience-based personalization, dynamic content variability and multiple languages.
- Worked closely with teams and clients to overcome project challenges by aligning timelines, expectations, and technical capabilities.
- Partnered with domestic and offshore teams to successfully execute project deliverables.
- Mentored colleagues on front-end web development and team collaboration.



### WEB CONSULTANT/PROJECT MANAGER | Aon Hewitt (now Alight Solutions)

SEPTEMBER 2010 – AUGUST 2015

- Vetted client requests for custom web-based solutions.
- Advised clients on digital strategy, incorporating the latest design trends and industry best practices.
- Created sitemaps, wireframes, and mockups to align client vision with user-centered design.
- Collaborated with multiple teams to deliver digital solutions seamlessly to clients.
- Advanced clients through project planning, scheduling, requirements, design and implementation.
- Developed, tested and launched custom websites using UI/UX and on page SEO best practices
- Delivered insights through Google Analytics reporting and analysis to evaluate project performance and guide future strategy.



## EDUCATION

Bachelor of Arts  
Bowling Green State University  
Bowling Green, OH



### **WEB ANALYST | Hewitt Associates (now Alight Solutions)**

AUGUST 2007 – AUGUST 2010

- Developed and implemented custom websites using front-end programming and/or CMS platforms.
- Developed, tested and distributed HTML email via email marketing platform.
- Collaborated with colleagues and clients to deliver numerous custom web-based solutions.
- Tested web applications based on technical specifications.



### **TEST CENTER ADMINISTRATOR | Prometric**

JUNE 2004 – JANUARY 2010

- Maintained a secure testing environment and materials.
- Verify candidate identification and perform security checks per client requirements.
- Monitored candidates during exams, ensuring adherence to rules and procedures.
- Reported and resolved any security breaches or misconduct.
- Greeted and assisted candidates, providing a positive and comfortable experience.
- Ensured candidates understanding of testing policies and procedures per organization requirements.



### **LEARNING & DEVELOPMENT TRAINING COORDINATOR | Evanston Northwestern Healthcare (now Endeavor Health)**

APRIL 2006 – AUGUST 2007

- Maintained and published Learning & Development and EPIC class schedules.
- Coordinated, booked and prepared rooms and A/V equipment for L&D classes.
- Prepared class materials.
- Responded to questions and signed participants up for classes.
- Developed an electronic newsletter and class sign-up where previous materials had been paper-based.
- Collected and reported out on class feedback.



### **MUSIC LIBRARY ASSISTANT | Northwestern University**

JUNE 2004 – APRIL 2006

- Managed student employees.
- Maintained the audio collection.
- Updated the music library web page.
- Assisted patrons in music library computer lab.



### **REFERENCE LIBRARY ASSISTANT | Bowling Green State University**

MAY 2000 – JUNE 2004

- Aided library users in locating and accessing information, utilizing library catalogs, databases, and other resources.
- Managed an office that supported fifteen faculty and staff members and supervised student employees.
- Maintained the Reference Collection.
- Created a promotional video and marketing materials for the library.
- Created an electronic database for tracking reference desk interactions.
- Assisted in the Maps Library.
- Located missing books.



## ACHIEVEMENTS

- Built an email marketing offering with personalization, segmentation, automation and A/B testing that grew from a two-person team into a profitable product supported by a full onshore and offshore delivery team.
- Leveraged Google Tag Manager to trigger event data from streaming video interactions and sent it to GA4 for analytics tracking and reporting.
- Independently transitioned 100+ websites from Universal Analytics to GA4 and implemented Google Tag Manager to enhance data collection and reporting.
- Configured Google Tag Manager to implement tracking based on user consent preferences managed through OneTrust, ensuring data privacy compliance.
- Successfully migrated 20+ websites from Joomla CMS to Bootstrap framework web builds with minimal interruption to clients and end users.
- Developed a "self-service" Looker Studio dashboard report that aggregates and analyzes data across multiple client websites, allowing colleagues to run their own reports and present web traffic in a visually appealing and meaningful way.
- Assisted in creating a chatbot using Amazon Lex that delivered customized benefits information to users.
- Contributed to the strategy, set-up and delivery of an opt-in text messaging offer.