

JAMIE PEARL

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SUMMARY

Strategic digital and web professional with nearly 20 years of experience delivering custom technology solutions. I've demonstrated leadership delivering end-to-end web implementations spanning development, analytics, hosting, and domain management, driving scalable, data-driven solutions with measurable business impact. As a seasoned web developer and data analyst, I consult with clients and stakeholders to define requirements and determine success measures. I serve as the intermediary between technical and non-technical partners, translating business needs into technical solutions and ensuring alignment across business and technical functions. I'm committed to continuous learning, growth, and adapting to evolving technologies.

SKILLS

WEB & CMS

HTML, CSS, JavaScript, jQuery, Bootstrap, Drupal, WordPress, Joomla

DATA ANALYTICS & REPORTING

GA4, Google Tag Manager, Looker Studio, Tableau, BigQuery, SQL, SEMrush

MARKETING & TECHNOLOGY

Email automation, personalization, A/B testing, segmentation, campaign tracking, SEO

STREAMING VIDEO

Brightcove, Wistia, Vimeo

UX & DESIGN

Figma, Photoshop, InDesign, Ceros, wireframing, prototyping, accessibility (ADA/WCAG)

TOOLS & PLATFORMS

Jira, Wrike, Slack, SharePoint, Google Workspace, Microsoft Office, ChatGPT, Copilot, Gemini, Lex

PROFESSIONAL EXPERIENCE

LEK Website Specialist – L.E.K. Consulting

NOVEMBER 2025 - PRESENT

- Manage website updates and requests in Drupal, aligning deliverables with business and campaign objectives
- Enhance SEO performance in SEMrush, improving site health and search visibility
- Develop Excel formulas, Python scripts, and AI-powered solutions for site analysis and asset tracking
- Oversee video hosting platforms, ensuring accurate and accessible content
- Coordinate hosting and distribution of digital assets, ensuring tracking accuracy



Senior Web Consultant / Data Analyst – Alight Solutions

AUGUST 2015 – MARCH 2025

- Led end-to-end implementation of GA4 and Google Tag Manager across 100+ websites, transitioning from Universal Analytics and improving data collection accuracy and reporting consistency
- Developed custom Looker Studio dashboards for self-service, actionable reporting
- Consulted on technical requirements, solution design, and success measurement
- Advised on UI/UX, accessibility, and SEO best practices to improve user experience
- Built and implemented websites and applications using CMS platforms and front-end technologies
- Developed solutions including SSO integrations, personalization, dynamic content, and multilingual support
- Partnered with cross-functional and offshore teams to deliver solutions aligned with project goals
- Mentored colleagues on front-end development and collaboration best practices, serving as a senior resource



Web Consultant / Project Manager – Aon Hewitt

SEPTEMBER 2010 – AUGUST 2015

- Translated client requirements into scalable web-based solutions aligned with business objectives
- Led project execution across planning, requirements, design, and implementation phases
- Created sitemaps, wireframes, and mockups to support user-centered design
- Developed, tested, and launched websites using front-end technologies and CMS platforms
- Delivered analytics insights to evaluate performance and guide strategy



Web Analyst – Hewitt Associates

AUGUST 2007 – AUGUST 2010

- Developed custom websites using front-end code and CMS platforms
- Built, tested, and distributed HTML email campaigns
- Collaborated with teams and clients to deliver custom web-based solutions
- Tested web applications to ensure alignment with technical specifications

ACHIEVEMENTS

- Built and scaled an email marketing offering from a two-person team into a profitable product
- Transitioned 100+ websites from Universal Analytics to GA4 and implemented Google Tag Manager
- Leveraged GTM to track streaming video interactions and send event data to GA4
- Configured GTM to align tracking with OneTrust consent preferences
- Migrated 20+ websites from Joomla to Bootstrap-based builds
- Developed self-service Looker Studio dashboards
- Transitioned 300+ videos from Wistia to Vimeo
- Developed SEMrush tagging system for SEO tracking
- Assisted in developing a chatbot using Amazon Lex
- Contributed to implementation of an opt-in SMS communication strategy