

JAMIE PEARL

Digital Strategy | Enterprise Web | Analytics | Marketing Technology

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SUMMARY

Strategic digital and web professional with nearly 20 years of experience delivering enterprise web solutions that align technology, analytics, and business goals. I partner with clients, colleagues, and cross-functional stakeholders to define requirements, establish success measures, and translate business needs into scalable technical solutions. My experience spans web development, analytics, UX, hosting, domain management, and digital strategy, with a focus on delivering reliable, data-driven outcomes through collaboration while adapting to evolving technologies.

SKILLS

WEB & CMS

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

DATA ANALYTICS & REPORTING

GA4, Google Tag Manager
Google Data Studio (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
Wireframing, Prototyping
Accessibility (ADA/WCAG)

TOOLS & PLATFORMS

Jira, Wrike, Slack, SharePoint
Version Control, Microsoft Office
ChatGPT, Copilot, Gemini
Claude

PROFESSIONAL EXPERIENCE

LEK Website Specialist: L.E.K. Consulting
November 2025 – Present

- Develop custom analytics reports and self-service Data Studio dashboards that provide business stakeholders with actionable insights.
- Update and maintain Figma design system for flexible web design and wireframing.
- Manage multilingual website updates and requests in Drupal, aligning deliverables with business and campaign objectives
- Enhance SEO performance in SEMrush, improving site health and search visibility
- Leverage generative AI tools including ChatGPT and Claude to automate reporting, develop Python scripts, and improve operational efficiency.
- 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 Data 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 (now Alight Solutions)

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 (now Alight Solutions)

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 Data 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