

Kevin T. Boyd

web development manager

kevtom.com — linkedin.com/in/kevintboyd

SUMMARY

Experienced web development and marketing professional with a strong background in digital strategy, technical operations, and team management. Skilled in web and email development, marketing automation, and content creation across various media. Proven track record in managing creative and technical teams, leading digital marketing initiatives, and integrating innovative technologies like AI tools for SEO and web optimization. Expertise in overseeing projects from concept to execution, including web, email, events, webinars, and marketing publications.

EMPLOYMENT HISTORY

- Senior Web Development Manager** — **Signifyd** 2024 – now
- *Lead a team of web developers and freelancers*
 - *Manage marketing projects through Jira, creating a project timeline estimator to streamline ticketing*
 - *Leverage AI tools (ChatGPT, Claude, Gemini) to enhance SEO and develop an LLM chatbot for website marketing*
- Web Development Manager** — **Signifyd** 2021 – 2024
- *Led a web team, including one full-time report and up to five freelancers*
 - *Managed translation of the main marketing website to Spanish for Mexico and Portuguese for Brazil*
 - *Implemented SEO and CRO initiatives; hired consultants, helped hire an employee SEO*
 - *Spearheaded innovations such as data visualization for Signifyd's network, customer reviews via APIs, and AI-driven marketing tools*
- Lead Frontend Developer** — **Signifyd** 2018 – 2021
- *Developed WordPress pages and sites and Marketo emails*
 - *Managed freelance developers producing sites and emails*
- Contract Web Developer** — **Signifyd** 2017 – 2018
- *Brought WordPress development in-house, saving costs on agency fees*
 - *Rebuilt the website with custom PHP theming, enhancing site performance and user experience*
 - *Developed a quality-controlled email production process from custom designs*
 - *Built and managed a team of remote freelance web developers*
- Design Director** — **Illumeo** 2016 – 2017
- *Led rebranding and redesign of the site for improved mobile responsiveness and UX for a finance LMS platform*
 - *Delivered marketing materials including pitch decks, email campaigns and events websites and collateral*
- Senior Designer** — **Proformative** 2011 – 2016
- *Designed UX and UI for mobile responsiveness, supporting startup founders in a successful exit*
 - *Oversaw three major redesigns of a UGC website and webinar business to align with evolving strategies*

EMPLOYMENT HISTORY (CONTINUED)

Manager, Web Support & Training — Stanford Medicine 2009 – 2011

- *Managed in-house web design agency, reducing site production costs by 75%*
- *Delivered training that saved an estimated \$57,000 annually*

Lead Web Designer — Stanford School of Medicine 2000 – 2009

- *Created a server-side architecture, saving over \$3 million in projected infrastructure costs*
- *Maintained brand consistency across 600+ sites*
- *Earned the 2008 AAMC Award of Excellence in Electronic Communications, and gained top page rank in Google*

Editorial Art Director — San Jose Mercury News 1995 – 2000

- *Managed a team of 13 artists and 5 interns, earning design awards and contributing to a Pulitzer-winning team*
- *Modernized department technology, improved quality, and reduced errors*

Awards:

- *Staff **Pulitzer Prize** for General News Reporting*
- ***Silver Award**, Society of Newspaper Design (SND)*
- *Second Place, **Best Informational Graphic**, California Newspaper Publishers Association*
- *Three **Awards of Excellence**, SND*

ADDITIONAL TRAINING

- ***Managing @ Stanford** – Management & School of Medicine Supervisory Essentials – certified*
- ***Tribal Leadership Intensive 1 & 2** – Networked leadership training, CultureSync, by staff from Wharton School of Business*

VOLUNTEER ACTIVITIES

- ***Team Co-lead** at ProMatch, a volunteer professional networking organization located in Mountain View, and co-creator of Design Team, providing design support to teams and members, including WordPress training*
- ***Photographer, Painter, Carpenter** for Rebuilding Together Silicon Valley*
- ***Beginners' Instructor**, Wu Hao Tai Chi, Sunday mornings, Cuesta Park, Mountain View, weather permitting*