Joey Herzberg

Digital Optimization Leader | Web, SEO/GEO, Experimentation

Location	Phone	Email	Website	LinkedIn
Augusta, GA	706.627.7850	joeyherz@comcast.net	jherz.com	linkedin.com/in/joey-herzberg

Digital optimization leader with 15 years improving web conversion, organic acquisition, and activation for high-volume, self-serve products at AWS, WEKA, and TaxSlayer. Leads SEO and Generative Engine Optimization (GEO) strategy, builds experimentation programs that ship, and uses AI and MCP-connected tools to speed up research, reporting, and execution across marketing, product, and engineering.

WEKA | REMOTE

Sr Digital Optimization Manager — **NOVEMBER 2025 – PRESENT**

Turned organic search into a pipeline channel, growing new-logo pipeline from $0.3M to $5.0M in one quarter

Lead GEO across 7 LLM platforms, growing AI citations 35%, brand mentions 19%, and AI referral traffic 38%

Built the experimentation program, increasing testing velocity 80% and form conversions 30%

Led SEO/GEO strategy for an 800+ page migration to a headless CMS, cutting site errors 82% and growing product page views 114% after launch

Scaled content production with AI-assisted SEO workflows, accelerating publishing 40%

Connected the marketing stack to AI assistants via MCP to automate executive reporting and insights

Evaluated and implemented BrightEdge, Crazy Egg, and Optimizely; manage a contractor and vendors

Tools: BrightEdge | Crazy Egg | Optimizely | Sanity | Vercel | Google Analytics | Google Search Console | SEMrush

AMAZON WEB SERVICES (AWS) | REMOTE

Sr. Website Optimization Manager — **JANUARY 2021 – NOVEMBER 2025**

Owned the website testing channel and Adobe testing stack, optimizing the self-serve path from landing page to account creation and product adoption; managed a project manager and an intern

Scaled a test-and-learn culture across marketing, increasing test velocity 68% through A/B test roadmaps, monthly forums, and a searchable directory of past results

Delivered conversion gains through A/B and multivariate tests, including a product page redesign that lifted signups 2.8%, hero CTR 21%, and scroll depth 170%; grew homepage testing velocity 64% YoY

Optimized PPC landing pages with the Acquisition and Search teams, aligning paid traffic with the on-site experience

Tested machine-generated vs. human-translated content on localized pages to guide international localization strategy

Tools: Adobe Target | Adobe Analytics | Adobe Experience Manager | Amazon QuickSight

TAXSLAYER | AUGUSTA, GA

Web Design / Optimization Manager — **MAY 2015 – DECEMBER 2020**

Increased account creations 34% for the high-volume, self-serve B2C tax product through A/B testing, adding personalized CTAs to the refund calculator, based on user research and customer segments

Launched personalized homepage hero messaging that increased CTR 28%, partnering with UX, product, and engineering using DMP data and Optimizely

Redesigned B2B demo request landing pages for professional tax preparers, raising form completions 37% by addressing customer pain points from user research

Increased new account creations 10% by streamlining the registration form on the paid acquisition landing page with engineering

Partnered with engineering to implement server-side testing, enabling A/B tests of full-page designs and gradual feature rollouts

Built end-to-end analytics dashboards and executive reports on channel performance, presenting weekly to the CMO and Head of Digital

Tools: Optimizely | Google Analytics | Adobe Analytics | Google Search Console | Google Data Studio | Hotjar

TAXSLAYER | AUGUSTA, GA

Senior Web Designer, Marketing Team **JANUARY 2011 – MAY 2015**

Designed, coded, and deployed SEO-friendly pages on the marketing website, and launched the company blog, microsites, and landing pages to drive organic growth

Tools: HTML | CSS | Sass | jQuery | ASP.NET MVC | Gulp | NPM | Visual Studio

SKILLS

Optimization & Strategy: Web Strategy, Conversion Rate Optimization, A/B and Multivariate Testing, Experimentation Programs, SEO, GEO, Personalization, UX Research, Vendor Management, Executive Reporting

AI & Automation: LLM Assistants (Projects, Skills, Artifacts), Model Context Protocol (MCP) Connectors, AI-Assisted Content and SEO Workflows, Schema Automation, Prompt Engineering

EDUCATION

SEPTEMBER 2014

SOUTHERN NEW HAMPSHIRE UNIVERSITY

Bachelor of Fine Arts, Graphic Design

DECEMBER 2011

AUGUSTA TECHNICAL COLLEGE

Associate of Applied Science, Printing & Graphic Design

CERTIFICATIONS

MARCH 2025

ADOBE CERTIFIED EXPERT

Adobe Target Business Practitioner

AUGUST 2020

NIELSEN NORMAN GROUP

UX Certificate, UX Research Specialty

JUNE 2020

OPTIMIZELY

Certified User: Experimentation Evangelist Level 1