



# SEAN SORDO



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## SUMMARY

Web Strategist with 15+ years of experience guiding website initiatives from discovery through execution across SaaS, enterprise, healthcare, and education environments. Skilled in translating user behavior and analytics insights into structured strategy, wireframes, and content architecture that drive measurable engagement and business outcomes. Experienced in client communication, cross-functional collaboration, and CMS-driven website optimization.

## CAREER

### Principal Technical Program Manager

*Zillow Group, ShowingTime+ | 2022 - Present*

- Led cross-functional digital strategy initiatives aligning user experience, product priorities, and technical implementation across high-growth SaaS properties.
- Increased monthly active users by 10% through structured user journey evaluation, performance audits, and roadmap prioritization.
- Built analytics frameworks translating performance data into actionable recommendations for marketing and product teams.

### Director of E-Commerce

*New Horizons Computer Learning Center | 2020 - 2022*

- Led website strategy and CMS ownership for digital commerce properties supporting \$3M in annual e-commerce revenue.
- Conducted performance audits and user flow analysis to inform content restructuring, landing page optimization, and conversion improvements.
- Collaborated with marketing, design, and development teams to implement wireframes and content outlines aligned with campaign goals.
- Partnered with stakeholders to define scope, prioritize initiatives, and communicate strategic recommendations.

### Senior Web Manager

*Pediatrics (Formerly MEDNAX) | 2017 - 2020*

- Directed CMS governance and digital standardization across 300+ locations, ensuring scalable user experience and consistent brand alignment.
- Led vendor and development coordination to execute structured web modernization projects.
- Documented core user flows and conversion pathways to support clarity across marketing and operations teams.

### Director of Web Application Development

*Florida Atlantic University | 2008 - 2017*

- Established enterprise CMS frameworks supporting 100,000+ pages and millions of annual users.
- Led cross-department web modernization initiatives aligning accessibility, performance, and user experience with institutional strategy.

## EDUCATION

### Florida State University

*Master of Science  
IT Management*

*Bachelor of Science  
Information Studies*

## SKILLS

### Core Competencies

*Website Strategy & Discovery · UX-Driven Wireframing & Content Architecture · Analytics-Led Audits & Optimization (GA4, Heatmapping) · CMS Governance & Scalability · Client & Stakeholder Alignment · Cross-Functional Execution (UX, Development, Marketing) · Conversion Strategy & Performance Insights · Digital Roadmap Planning · Project Delivery & Workflow Coordination*