

Jeffrey Jagers

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SENIOR WEB MARKETING & GROWTH LEADER | GLOBAL DIGITAL EXPERIENCE STRATEGY

PROFESSIONAL SUMMARY

Senior web marketing leader in B2B cybersecurity SaaS, responsible for developing and executing global web strategies that drive demand generation and pipeline growth across multi-site, multi-language portfolios.

Leads high-performing cross-functional teams leveraging GEO/SEO/AEO, AI-driven search, and conversion rate optimization (CRO) to transform web properties into measurable revenue engines and maximize customer acquisition.

Known for scaling Adobe Experience Manager (AEM) and DXP ecosystems, aligning C-suite stakeholders around web strategy, and using advanced analytics to continuously optimize customer acquisition and digital experience.

Recognized for leveraging emerging technologies, including AI, advanced analytics, and modern MarTech to drive scalability, enhance user experience, and improve operational efficiency.

AREAS OF EXPERTISE

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|-------------------------------|---------------------------------|----------------------------|--------------------------|
| ✓ Global Web Strategy | ✓ Conversion Rate Optimization | ✓ GEO / SEO / AEO Strategy | ✓ AEM |
| ✓ Cross-Functional Leadership | ✓ Personalization & A/B Testing | ✓ AI-Driven Technology | ✓ CMS / DXP Systems |
| ✓ Digital Experience Strategy | ✓ Agile Web Development | ✓ Stakeholder Alignment | ✓ Budget & Roadmap Mgmt. |

CAREER HIGHLIGHTS

Global Web & Digital Strategy Leadership: Led Trend Micro's global web and digital strategy, unifying regional sites on AEM into a scalable, measurable growth platform.

High Performing Web Organization: Built and led a cross-functional global web marketing and operations team, improving delivery speed, quality, and stakeholder confidence.

AI-Driven Innovation: Championed AI and advanced search strategies, using LLMs plus SEO/GEO/AEO to boost visibility and make the web channel a growth engine.

PROFESSIONAL EXPERIENCE

Global Web Marketing Director of Development, Trend Micro, Inc., Irving, TX | June 2008 – Present

Led global web marketing and operations for Trend Micro's B2B and B2C businesses, owning the web channel as a primary demand generation and pipeline engine and managing a 13+ person cross-functional team (development, DevOps, QA, BA, SEO).

- Owned web analytics and CRO roadmap, using advanced analytics, A/B testing, and experimentation to optimize high-impact customer journeys (homepage, solutions, pricing, demo/trial flows), delivering sustained improvements in conversion rates and pipeline contribution.

- Directed end-to-end redesign and AEM 6.x migration of TrendMicro.com across 34 countries and 14 languages, integrating Marketo, Tealium, Google Tag Manager, and Google Analytics to improve page load time by 40%, increase global organic sessions by 10%, and drive 15% growth in web-sourced pipeline.
- Integrated Artificial Intelligence (AI) technologies (Claude, ChatGPT, CoPilot, and proprietary LLMs) to improve development velocity, provide analytics reporting, and to adapt to AI-driven search behavior, increasing answer-engine presence and contributing to 15% uplift in organic demo/trial conversions.
- Developed and implemented comprehensive SEO, Generative Engine Optimization (GEO), and Answer Engine Optimization (AEO) strategies which resulted in a 40% increase in the company's presence on both traditional and AI-based search platforms.
- Partnered closely with product marketing, demand generation, UX design, and regional web teams to align web experiences with global campaigns, enabling integrated launches and improving campaign landing-page conversion by 10%.
- Collaborated with cross-functional teams to develop and implement impactful web applications and user-centric digital experiences.
- Responsible for developing budgets for strategic initiatives and roadmaps for the global web ecosystem, while ensuring alignment with corporate objectives and enabling scalable growth.
- Established a common collaboration framework for Developers, Marketers, Editors and External Agencies to work together more effectively and enhance operational efficiency.

PROFESSIONAL EXPERIENCE CONTINUED

Product Manager of Web and E-commerce, Handmark, Inc., *Southlake, TX* | Aug 2007 – Mar 2008

- Oversaw end-to-end business management and full development lifecycle of global web-based products, including online and on-device stores for Handmark, Sprint, and other partners.
- Executed product strategy by analyzing market conditions, creating business and go-to-market plans, and developing detailed functional requirements, wireframes, and use cases.

Enterprise Internet Project and Program Manager, First Horizon Bank, *Irving, TX* | Apr 2007 – Aug 2007

- Led web development, content strategy, and daily site operations while supporting marketing initiatives and driving measurable growth in traffic, customer acquisition, content impact, and industry recognition.

E-commerce and Web Marketing Manager, Mapsco, Inc., *Addison, TX* | Apr 2001 – Apr 2007

- Directed e-commerce and web marketing (SEO, SEM, email, marketplaces), testing offers and UX flows to drive 35% + annual online sales growth and significantly increase repeat purchase and average order value.

EDUCATION

Bachelor of Arts, Web Management/Internet Development, University of Texas at Arlington, *Arlington, TX*

Engineering Technology, Texas A&M University, *College Station, TX*