

# Neicole Crepeau

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Results-driven digital marketing leader with proven track record of implementing growth strategies and leading teams to deliver digital experiences that drive bottom-line results. Deep expertise in web strategy and user experience, SEO, content, and integrated campaigns, working at companies such as Microsoft, DocuSign, and VISA.

## AREAS OF EXPERTISE

- SEO Strategy & Execution
- Customer Growth & Acquisition
- Content Marketing & Digital Strategy
- Website Strategy & Management
- AI-Driven Innovation & Automation
- Conversion Optimization & A/B Testing
- Demand Generation & Pipeline Growth
- Email Marketing
- Paid Advertising & Social Media

## EXPERIENCE

### SENIOR DIRECTOR, WEB STRATEGY

Seismic | San Diego, CA  
2020 – 2025

Developed and directed web strategy and managed day-to-day updates and UX for the site. Worked with Analytics to implement dashboards and A/B tests of landing pages and web experiences. Worked with stakeholders across the company to meet business needs and implement effective strategies, resulting in a 3X increase in EAOs, 90% increase in ARR, and 23% increase in CAGR over four years.

- Implemented personalization on Seismic.com using 6Sense to deliver targeted experiences to key audiences.
- Directed the migration of Siesmic.com from WordPress to Sitecore, including leading the CMS buying committee, managing the UX and design of the new site, and defining the content strategy. Migrated 950 pages and completed migration and redesign in seven months.
- Led the 2021 redesign of Seismic.com, including redesigning and rebranding over 1500 pages, and implementing a new site structure and SEO strategy, driving an organic improvement of 165%, non-branded of 326%, and an EOA Pipe improvement of 5.6%.

### FRACTIONAL CMO

BlackPoint IT Systems | Seattle, WA  
2024 – 2025

Consulted as fractional CMO, managing a small team implementing marketing best practices, website improvements, campaigns, and SEO strategy.

- Drove the SEO strategy including website SEO improvements, updates to My Business profiles, and an AI-proof content strategy, resulting in a 148% increase in impressions.
- Implemented integrated campaigns for verticals, customer retouch, and ABM personalized post-Event outreach, resulting in an average of 50% increase in MQLs.
- Managed SEM driving a 46.95% reduction in costs and a 300% increase in opportunity volume.
- Helped plan the merger of BlackPoint IT into CompassMSP, including the website, and created a GEO plan for Generative AI Optimization for CompassMSP to use going forward.

### SENIOR CONTENT MARKETING PROGRAM MANAGER

OneLogin | San Francisco, CA

2019 – 2020

Implemented OneLogin's Content Marketing program, including the company's first integrated campaigns, and worked with the web team to improve website design and copy, growing traffic by 35% YOY.

- Developed and implemented a content program that drove a 25.4% YOY increase in website traffic and \$7M+ in opportunities.
- Developed and implemented the strategy to drive Free Trial sign-ups among SMBs, using email nurtures, website improvements, and content, resulting in a 40% revenue increase in six months.
- Delivered over 140 assets, including: eBooks, white papers, infographics, articles, and videos.

## **CONTENT STRATEGIST - CONSULTANT**

Resources Online (Agency) | Seattle, WA

2013 – 2018

- DocuSign—implemented a program to manage weekly updates to DocuSign's Home page across nine countries (3.1M view/month in US). Established a Testing Center of Excellence.
- Prolitech—Developed the SEO strategy and implemented a style guide. Developed and managed the editorial calendar.
- VISA—Defined standards, documented use cases, and worked with legal, video, and other teams on a new part of the Visa Developer Center to highlight use of Visa APIs to create mobile and IoT payment solutions.

## **PRODUCT MANAGER**

Vizit | Seattle, WA

2012 – 2013

Developed and executed content marketing plans for Vizit's SharePoint products via hands-on work in the WordPress, Marketo, and Google's webmaster tools. Conducted PPC campaigns, keyword research, and SEO for the website and blog. Developed and implemented a low-budget launch strategy for the product release that acquired over 300 leads in three months through social media and content marketing.

## **CONSULTANT**

Independent | Seattle, WA

2007 – 2012

Worked as a freelancer, with multiple clients. Managed PetCareRx's social media, doubling reach and engagement. Wrote blog posts and white papers for Microsoft's TechNet group. Business Analyst for Garrigan Lyman Groups redesign of the T-Mobile website.

## **SENIOR WRITER**

Microsoft | Seattle, WA

1995 – 2006

Designed, prototyped, and usability-tested versions of Office Help. Wrote and developed Help content for Microsoft Project, including innovative assistance tools and content integrated into the product UI.

## **CERTIFICATIONS AND SKILLS**

### **USER-CENTERED DESIGN**

University of Washington

### **MULTI-MEDIA DESIGN & PRODUCTION**

University of Washington

- WordPress
- ChatGPT / AI Tools
- Drupal
- Google Analytics 4
- Google Ads
- HubSpot
- Marketo
- HTML/CSS