

## CHRISTOPHER LEIBEE

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### Marketing Operations & Systems Manager | Martech Governance & Platform Architecture

#### Marketing Systems Design & AI Workflow Governance | Platform Lifecycle Ownership | Web Strategy & Growth Marketing

Strategic marketing operations and systems manager with 6+ years of sole ownership over a \$7B financial institution's complete web DXP and marketing technology stack. Proven track record translating business objectives into efficient, well-governed systems that enable scalable growth, faster execution, and continuous optimization.

#### AREAS OF EXPERTISE

- Marketing Operations & Systems Design
- Marketing Technology Governance
- AI Workflow Design & Governance
- Platform Lifecycle Management
- Data Governance & Documentation
- Operational Systems & Efficiency Design
- Vendor & Agency Management
- Cross-functional Stakeholder Alignment
- SEO Strategy & Execution
- Conversion Rate Optimization
- Marketing Automation & Workflow Design
- Executive & Board-Level Reporting

#### CAREER HIGHLIGHTS

- Designed a complete web operations framework from scratch covering intake pipelines, content taxonomy, SEO governance, and change request procedures, enabling solo ownership of an enterprise web platform for a \$7B financial institution with zero hours of unscheduled downtime across six years.
- Projected \$300K in annual operational savings by serving as web and technical authority on the CMS vendor evaluation, selection, and migration to Sitefinity, consolidating hosting, development, SEO, and paid media under a single vendor while moving infrastructure to Microsoft Azure.
- Grew organic search traffic to 27% of total sessions, matching the financial services industry benchmark, while driving site engagement to a peak of 65.5%, a 20% year-over-year improvement, by directing SEO strategy, executing data-driven UX refinements, and optimizing conversion-focused landing pages across homestreet.com.

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#### PROFESSIONAL EXPERIENCE

##### HomeStreet Bank (Remote) | Digital Marketing Platform Manager (Website Manager)

Seattle, WA | 2019 - 2025 | Acquired by Mechanics Bank

Served as the organization's first dedicated marketing systems and web platform owner, designing the role itself alongside the governance infrastructure required to operate it. Built from scratch the complete operational framework governing the DXP, covering content lifecycle management, page and asset taxonomy, SEO and metadata standards, stakeholder audit cadence, UX testing and experimentation strategy, feature needs analysis, vendor direction, and end-to-end QA and release processes.

- Inherited a corporate DXP with years of high vendor reliance and zero internal governance. Designed and implemented the complete operations framework alongside the CMS rebuild, establishing the procedures and controls that prevented the new platform from repeating the failures of the old one.
- Designed and enforced a multi-environment release governance framework across DEV, UAT, and PROD that maintained zero hours of unscheduled downtime across an enterprise web growth platform over six plus years.
- Developed incident response procedures that enabled rapid containment of an international cyber attack targeting platform form entry points outside of normal QA infrastructure. Implemented CAPTCHA as an immediate short term fix while partnering with IT, risk management, and the DXP vendor to permanently restrict form inputs from rich text to plain text, eliminating the attack vector entirely.
- Utilized the DXP's built-in A/B testing system to hypothesize, run, and analyze experiments across site features and content placement, with results informing platform-wide layout decisions and producing click increases of nearly 25% in some scenarios.

- Designed and enforced a content operations framework governing intake, publishing standards, metadata, and access controls, producing zero audit findings and exceeding previous WCAG compliance benchmarks across six plus years of regulated financial institution web operations.
- Designed and implemented a procedure aligning campaign landing page creation with paid and search ad development, ensuring messaging, content, and media mirrored the ad experience and reducing funnel friction by reinforcing user confidence from first click through conversion.
- Designed a cross-functional intake-to-publishing workflow and bi-quarterly audit cadence across all business line leads, distributing and prioritizing content lifecycle changes to prevent the workflow from being overloaded by competing business line demands simultaneously.

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## MAJOR PROJECTS

### CMS Migration to Sitefinity

- Drove the business case for migrating to Sitefinity after identifying the legacy platform as a cost and performance liability, presenting analysis to leadership that demonstrated migration costs would be outweighed by long term operational savings.
- Led vendor evaluation and selection as the web and technical authority, projecting \$300K in annual savings by consolidating hosting, development, SEO, and paid media under a single vendor while transitioning infrastructure to Microsoft Azure.
- Governed a successful production launch by designing and executing a full site QA system and go-live coordination procedures across IT and the development vendor, resulting in less than one hour of total downtime during the platform transition.

### CMS Process and Operations Framework

- Designed and implemented the complete suite of operating procedures and systems governing ongoing DXP interaction, maintaining high content quality standards, platform organization, and operational efficiency while preventing the structural failures that plagued the legacy system.
- Eliminated unstructured CMS usage across all contributors by standardizing naming conventions, folder architecture, asset organization, and publishing rules across a 300+ page site.

### Post-Acquisition Site Audit and Rebrand

- Protected brand integrity following the Mechanics Bank acquisition by leading a full page-by-page audit of homestreet.com, updating all copy, metadata, H1 tags, documents, images, and video assets across hundreds of pages.

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## EDUCATION

**B.S. Business Management • University of Wyoming, Laramie, WY • December 2016**

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## EARLY CAREER EXPERIENCE

Loan Fulfillment Specialist • HomeStreet Bank • Seattle, WA • 01/2017 - 10/2019

District Manager • Colonial Life Insurance • Redmond, WA

Assistant Manager • GameStop • Laramie, WY

Bouncer/Security • Cowboy Saloon • Laramie, WY

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## TECHNICAL SKILLS

CMS & DXP Platforms: Sitefinity (.NET), WordPress, Contentful, Next.js Marketing Technology: Google Analytics 4, Mailchimp, API Integration, SQL AI & Workflow Governance: AI Workflow Design, Prompt Governance, Multi-agent System Design Web Development: HTML, CSS, JavaScript Methodologies: Marketing Operations, Content Governance, Agile Release Management, SOP Development