

Christopher Leibee

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MarTech Systems Architect | Marketing Technology Architect

Marketing Operations & Systems Design | MarTech Platform Ownership | Cross-Functional Leadership

Strategic marketing systems architect with 7 years of platform governance and lifecycle management. Builds the operational infrastructure that allows marketing teams to scale without losing control by turning fragmented stacks and ungoverned processes into systems that run reliably and improve continuously.

Career Highlights

- **Enterprise Platform Governance and Operational Architecture:** Inherited a vendor-dependent, ungoverned web platform that lacked internal ownership and built the operating model for how the business would interact with and manage its enterprise web platform. This led to 100% uptime across hundreds of pages, zero audit findings in six consecutive years, and development of a durable governance system that standardized DXP interaction and improved operational efficiency.
- **Led Enterprise Platform Modernization and Strategic Vendor Consolidation:** Legacy MarTech stack was costly, fragmented, and unmanageable. Evaluated, identified, implemented, and governed long-term platform strategy that resulted in projected \$300,000 annual operational savings, consolidated hosting, development, SEO, and paid media vendors; all with less than one hour of total migration downtime.
- **Conducted Technical Strategy for Enterprise Digital Growth:** Provided technical direction and governance necessary to maximize campaign effectiveness and maintain operational standards to align campaign objectives, website architecture, analytics, and long-term platform health. Led to organic traffic increase to 27% of total sessions, improved engagement rate to peak at 65.5%, representing a 20% year-over-year improvement.
- **Designed Governance Model Supporting Enterprise Audit Readiness:** Established repeatable operational standards that ensured ownership, understanding, and transparency through clear documentation procedures and systems to satisfy compliance, regulatory, and operational review requirements. Led to improved WCAG compliance score from the low 80s to 97 out of 100 for Level A and from the 70s to 90 out of 100 for Level AA.
- **Developed an AI Project Operating Model for Reliable AI-Assisted Delivery:** Designed a validation methodology that allows AI to function as a reliable project execution tool to establish trust and dependability across multiple AI sessions, increase confidence and reliability of AI outputs, reduce rework and context loss, reduce session drift, and preserve architectural consistency to address the growing complexity of AI-assisted development.

Areas of Expertise

Marketing Operations Design, MarTech Governance, Platform Lifecycle Management, Operational Systems Design, Release and QA Governance, Enterprise Platform Administration, Data Governance, KPI Reporting, Technical SEO Strategy, A/B Testing, SQL Analysis, Customer Journey Optimization, Documentation, AI Project Governance, API and Webhook Integrations, Technical Requirements Translation, Technology Roadmapping, Process Automation, Stakeholder Management, Vendor Management, Executive Reporting, Organizational Change Management, Strategic Planning, Technical Program Leadership, Collaborative Team Development

Technical Environment

Sitefinity (.NET), WordPress, Contentful, Sanity, GA4, Google Search Console, SQL, API integration, Webhooks, AI Project Governance, AI Workflow Design, Prompt Governance, Multi-Agent System Design, HTML, CSS, JavaScript, Content Governance, Next.js, Agile Release Management, SOP Development

PROFESSIONAL EXPERIENCE

BUFFALO CHILDREN'S CENTER | Buffalo, WY | 10/2025 – Present

WEB SYSTEMS ARCHITECT

Contracted to deliver the organization's digital presence from strategy through product launch by creating systems, governance, and operating procedures to allow long-term ownership by non-technical staff while aligning with the Center's reopening timeline.

- Built a reusable CMS architecture and governance framework that established clear standards for content management, publishing, and ongoing platform administration.
- Designed a templated low plug-in WordPress environment using Gutenberg blocks and global CSS that allowed staff to independently manage and expand the website without ongoing developer involvement.
- Embedded SEO foundations, metadata, analytics, event tracking, and site health standards into the platform architecture to support long-term growth and optimization.

HOMESTREET | Seattle, WA | 09/2017 – 10/2025

DIGITAL MARKETING OPERATIONS MANAGER | 09/2019 – 10/2025

Recognized a failing, vendor-dependent CMS as an operational liability, established internal web ownership role, and drove platform modernization from the business case through full enterprise DXP migration. Built complete operations framework, intake workflow, access control, publishing standard, and operational procedure from scratch which created the systems infrastructure that enabled solo ownership, zero operational failures, and continuous platform improvement across six-plus years.

- Led enterprise platform modernization from vendor evaluation through full content migration, consolidating hosting, development, SEO, and paid media vendors into a unified operating environment while achieving less than one hour of total downtime and delivering \$300,000 in projected annual savings.
- Built the entire internal system of web processes and procedures as well as web content and page governance allowing for one operator to manage an enterprise platform across seven lines of business without constant intervention resulting in zero audit findings for six consecutive years.
- Designed the roadmap, intake-to-publishing workflows, and platform ownership standards that aligned marketing initiatives, business priorities, and stakeholder requests while training users to independently manage approved content changes, reducing bottlenecks, improving delivery speed, and increasing organizational adoption.
- Established experimentation, analytics, and KPI reporting standards turning website performance data into actionable recommendations for executives and the board, informing optimization priorities, platform decisions, and UX improvements.
- Designed and enforced release governance across DEV, UAT, and PROD environments, maintaining 100% unscheduled uptime across a 300+ page enterprise website for more than six years.

LOAN FULFILLMENT SPECIALIST | 09/2017 – 09/2019

Applied underwriting standards to maintain compliant, audit-ready consumer loan documentation.

COWBOY SALOON | Laramie, WY | 08/2009 – 12/2016

BOUNCER/SECURITY LEAD

Directed nightly staff coordination and real-time operational decision-making in a high-volume public environment, managing team response to maintain safety and order across both staff and patrons.

EDUCATION, LICENSES and CERTIFICATIONS

B.S. BUSINESS MANAGEMENT University of Wyoming | 12/2016

INDEPENDENT DEVELOPMENT PROJECTS

CHRISLEIBEE.COM | 03/2026 Personal website and experimental development environment built using Contentful and Next.js, serving as the foundation for Creative Flow Architecture.

AI-GOVERNED SOFTWARE DEVELOPMENT SYSTEM | 12/2025 Created a reusable AI software development system to successfully deploy two C# applications through structured governance, context drift management, validation controls, and architectural oversight across multiple independent projects.

THECRIMSONTHREAD.ORG (In Progress) | Present Designing a 24/7 multi-language Bible audio streaming platform driven by pure UTC arithmetic without a server, database, and hosting cost. Engineered a drift correction system, pre-fetch resolver, and AI operations model with session transfer protocols that maintain architectural integrity across multi-session development.