Sam Gilbert

Jacksonville, FL · sam@samgilbert.com · 904-699-9351 · linkedin.com/in/samgdesign

Senior Digital Marketing and Web Manager, UX Designer, Front-End Developer

Digital marketing and web manager based in Jacksonville with 15+ years across campaign and lifecycle marketing, user experience, and front-end development. Most recently owned web strategy, SEO, and fundraising campaign work for a national nonprofit, connecting HubSpot, Mailchimp, and Salesforce so campaign activity tracked cleanly across systems. Comfortable owning programs independently or working embedded with an internal team.

Core Skills

UX / Experience Design
UI & Visual Design
Front-End Development
Email Marketing & Automation
Marketing Operations & CRM
SEO Strategy & Execution
Digital Campaign Strategy
Brand Identity & Systems
Web Analytics & Reporting

Tools & Platforms

Design Tools
Figma, Canva, Photoshop, Illustrator, InDesign, Premiere Pro, After Effects

AI Tools
ChatGPT, Claude, GitHub Copilot, Perplexity, Midjourney, Runway

Development Technologies
HTML, CSS, JavaScript, React, Node.js, PHP, SASS/LESS, Git, GitHub, VS Code

Platforms & CMS
WordPress, Shopify, Drupal, Magento, Contentful (Headless CMS)

Analytics, SEO & Paid Media
Google Analytics, Search Console, Tag Manager, Ahrefs, Meta Ads, Google Ads

CRM & Marketing Automation
HubSpot, Mailchimp, Salesforce, Salesforce NPSP, Constant Contact

Experience

Lead Experience Designer, **Bravely**, May 2020 – Present

- Brand strategy, digital marketing, and web builds for clients across sports, entertainment, healthcare, and nonprofit
- Built the brand ethos and standards for the Jacksonville Jaguars, still governing their work six seasons later
- Defined the verbal and visual identity for Seize the Awkward, the Ad Council's youth mental health platform, and produced a year of content against it
- Additional client work for Hulu and Johnson & Johnson across campaign, brand, and web
- Deliver fully responsive, CMS-integrated websites tailored to each client's platform and needs
- Manage client relationships and project scope from brief through launch

Website User Experience and SEO Manager, **St. Baldrick's Foundation**, Apr 2023 – Feb 2026

- Managed a portfolio of fundraising web properties for a national nonprofit, covering UX, landing pages, and content
- Set up and maintained HubSpot, Mailchimp, and Salesforce integrations with Google Tag Manager tracking
- Built segmentation, automated workflows, and email sequences in HubSpot tied to donor retention goals
- Handled SEO start to finish: keyword research, on-page optimization, technical SEO, and analytics reporting
- Led UX efforts to improve usability, accessibility, and overall experience across devices
- Averaged +125% increase in year-to-year traffic through marketing and SEO techniques
- Averaged a 2 second page load improvement, prioritizing mobile users for fast conversion

Senior Experience Designer, **St. John and Partners**, Jacksonville, FL, Aug 2014 – May 2020

- Led the digital department, a team of 6, plus cross-discipline teams of up to 10
- Digital campaign and website work for consumer, sports, and healthcare brands
- Led usability testing, email strategy, and integrated campaign production

Graphic Web Designer, **Station Four**, Jacksonville, FL, Jun 2013 – Jul 2014

- Website design, development, product design, and CMS integration for agency clients.

Designer and Creative Director, **Pearl Design**, St. Augustine, FL, Oct 2011 – Jul 2013

- Creative lead across branding, web, video, animation, and social media for a boutique studio.

Education, Volunteering, and Certification

University of North Florida
B.A., Graphic Design, 2004–2008

St. Baldrick's (Volunteering)
Event Organizer, 2008–Present

Yoga Instructor (Certification)
200-Hour Baptiste Teacher Certification