

# Jason Beard

Location: Arvada, CO

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## SUMMARY

Web Director with hands-on experience defining and executing the web vision, strategy, and roadmap for enterprise companies and non-profit organizations. Technical Leader focused on leading the design, development, and deployment of websites and interactive tools that enhance functionality, accessibility, user experience, and performance.

## SKILLS

- **Web:** Web Strategy, Web Development & Coding, Databases, File Structures, Mobile Web & Responsive Design, Performance Optimization, Graphic/Web Layout, Content & Campaign Management, Analytics & Reporting, Regulatory Compliance & Accessibility (CMS, URAC, NCQA, 508, ADA), AI Enablement, Vendor Management
- **Leadership:** Technical Project Management, Team Leadership, Process Improvement, Cross-functional Collaboration, Stakeholder Engagement, Interdepartmental Alignment, Coaching & Mentorship
- **Technologies:** HTML5, CSS, PHP, MySQL, SharePoint, ASP, GA4, Adobe CC, Gemini, Claude, Notebook LM, ChatGPT

## RELEVANT EXPERIENCE

### Senior Web Manager, Colorado Access

2022 - Present

### Web Manager, Colorado Access

2014 - 2022

- Led the web team for a nonprofit health plan for 530,000+ Medicaid and CHP+ members.
- Defined and executed the digital ecosystem vision and strategy for websites and interactive tools.
- Led the design, development, and launch of provider portals, campaign sites, landing pages, and tools to improve web accessibility, digitize member forms, and send segmented emails, messages, and campaigns for member engagement.
- Built member and provider communication tools for secure emails, campaigns, and form conversions.
- Created a cohesive brand identity across Web, social, email marketing, SEO/SEM, IVR, and all digital channels.
- Improved accessibility and mitigated risks by implementing CMS, URAC, NCQA, and 508 compliance standards.
- Streamlined and standardized web management by developing and enforcing new policies and procedures.

### Technology Director, Paladin Press

2011 - 2014

- Defined and executed the technology strategy and roadmap across web, mobile, email, social, affiliate programs, and IT infrastructure to drive scalable revenue growth for a full-service production and publishing house.
- Led the design of a new website and mobile site integrated with an eCommerce-based CMS and software tools, including advanced search, one-click purchases, and product recommendations to improve the UX and optimize conversions.
- Modernized email marketing, streamlined eCommerce operations, introduced affiliate marketing programs, and launched mobile apps by building and managing a portfolio of 3rd-party technology and marketing vendors.

### Web Developer, Eagle River Associates

2010 - 2011

- Increased customer conversions and revenue by designing, developing, and deploying web and mobile sites for the 4 luxury resorts and an athletic club, showcasing property information and enabling seamless booking.
- Completely transformed the public-facing website to drive community engagement for the Town of Minturn while building a backend repository for all government meetings, minutes, codes, and documentation.
- Increased customer conversions and sales by redesigning marketing emails, event pages, and graphics.

### Web Designer & SEO Manager, MMBS Advertising

2008 - 2010

- Drove exponential sales growth by leading web development, design, and SEO to increase traffic to 100+ sites.
- Accelerated search ranking improvement by creating multi-channel SEO strategies on Google, Yahoo, and Bing.

### Graphic Designer & Market Analyst, Trubamboo

2006 - 2008

- Led web, eCommerce store, and graphic design to drive sales of eco-friendly, premium bamboo products.
- Transformed the company brand across all digital properties, including an updated web layout, an upgraded eCommerce store, new packaging designs, and sales data visualizations, in partnership with the CEO and a team of designers.

## EDUCATION

- **Bachelor of Science in Interactive Media Design, The Art Institute of Pittsburgh**
  - Alpha Beta Kappa Honor Society
- **Associate's of Specialized Technology in Digital Arts, Bradley Academy for the Visual Arts**
  - National Honors Society Award