

# Tucker Wieland

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## WORK EXPERIENCE

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Justworks

Nov. 2022 – Present

### Senior Manager, Website Marketing

New York, NY

- Lead the strategy, roadmap, and execution for www.Justworks.com, focused on delivering performant, high-converting user experiences for a website with 2+ million annual users
- Manage a team of in-house developers, UX designers, and web producers, as well as outside agencies and freelancers, to build and test new experiences on the website
- Establish and own website processes, documentation, SEO, CRO, and KPIs, and present clear, actionable data to cross-functional leaders from Sales, Product, Finance and Strategy
- Responsible for goal setting and cross-functional alignment with Operations, Data Services, Finance, and Sales
- Serve as a member of the Data Governance Team, helping set internal standards for policies and definitions

Shopify

Dec. 2021 – July 2022

### Marketing Lead

New York, NY

- Responsible for strategy, development, execution, and optimization of large-scale marketing campaigns targeting developer audiences
- Managed multiple web properties from initial scoping and UX design through development and conversion rate optimization
- Oversaw customer analyses, prioritization of work, project timelines, and maintained KPI dashboards
- Responsible for goal setting and cross-functional alignment with operations, data, and finance teams

Shopify

Nov. 2020 – Nov. 2021

### Senior Marketing Manager

New York, NY

- Promoted from this position within the first 12 months of joining the company
- Responsible for web properties, CRM management, paid acquisition, event management, and customer research
- Doubled the size of the target audience while improving cost per acquisition
- Managed stakeholder relationships with creative and performance marketing teams, including outside agencies

General Assembly

July 2019 – Nov. 2020

### Senior Product Manager

New York, NY

- Responsible for a multi-million dollar product portfolio spanning consumer and enterprise business
- Provided strategy and subject matter expertise to Fortune 100 organizations
- Led quarterly strategic planning and forecasting for Marketing, UX, and Product Management portfolios
- Maintained healthy stakeholder relationships with Sales, Marketing, Regulatory Compliance, and Operations teams

General Assembly

Aug. 2018 – July 2019

### Product Manager

New York, NY

- Promoted from this position within the first 12 months of joining the company
- Scoped, budgeted, and developed several new product offerings for consumer and enterprise business
- Established demand testing and beta testing functions to improve product scoping and roadmap
- Fostered relationships with stakeholders while driving strategy, managing communications, and monitoring progress

## EDUCATION

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**B.A. Marketing** – Taylor University

Data Analytics Certificate – General Assembly

Digital Marketing: Disruptive Strategy Certificate – Saïd Business School, University of Oxford

LCC International University – Klaipėda, Lithuania

## SKILLS & INTERESTS

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- Project and Team Management, Strategic Analysis, Communication, Research, Process Efficiencies, Quick Learner
- Platforms: Contentful, Figma, Heap, VWO, Google Analytics, Data Dogs, Cloudflare, Tableau, HTML, CSS
- I collect weekly water samples for a non-profit to support a New York water quality program