

Jen Brigham

I lead enterprise web strategy and help organizations build digital platforms that actually scale. I have 10+ years of experience working in complex B2B environments, including manufacturing, industrial, medical device, and life sciences. My background spans enterprise web architecture, design systems, custom development, and leading cross-functional teams through strategy, build, and ongoing evolution.

I'm comfortable operating at both the strategic and hands-on levels. I set direction, make architecture and platform decisions, mentor teams, and improve how work gets delivered, especially in fast-moving or highly regulated environments. I care deeply about building systems that support growth, delivery models that are practical and sustainable, and governance that helps teams move forward instead of slowing them down.

EXPERIENCE

Lead Web Solution Architect | [Americaneagle.com](#)

SEPT 2024 - PRESENT

- Own enterprise web architecture and contribute to platform strategy across large-scale client engagements, partnering with delivery leadership and development teams to balance hands-on architectural leadership with operational oversight.
- Lead initiatives ranging from discovery and strategy engagements to multi-phase enterprise implementations, including a multi-site program spanning a full year of phased delivery.
- Serve as lead architect for enterprise WordPress multisite environments supporting parent brands, acquisitions, and divestitures, designing shared data structures, reusable components, and flexible integration patterns that allow brands to scale, separate, or reconfigure without rebuilding core infrastructure.
- Define content architecture and data models for complex enterprise builds, mapping content types, taxonomies, and relationships with equal focus on user experience, CMS authoring workflows, and long-term maintainability.
- Apply AI tooling to improve content operations, search performance, and technical SEO workflows, evaluating tools based on measurable gains in efficiency, quality, and scalability.
- Assumed expanded people leadership following organizational restructure, taking on performance oversight, resourcing decisions, and mentorship for the WordPress development team.
- Lead a systematic review of delivery inefficiencies across web projects, auditing workflows, team practices, and tooling to inform a more scalable and predictable operating model.
- Provide hands-on architectural guidance and code review while mentoring developers on architecture standards, documentation practices, quality benchmarks, and Kanban-based agile delivery.
- Partner closely with SEO and digital marketing teams to ensure Core Web Vitals performance, structured data, analytics configuration, and accessibility requirements align with business and conversion goals.

Director of Web Development | [Windmill Strategy](#)

JAN 2020 - AUG 2024

Key Accomplishment: Owned the agency's web platforms and delivery systems end-to-end, establishing scalable operating models that improved efficiency and increased project profitability. Led tooling strategy, vendor and contractor budgets, and partnered with agency leadership on hiring plans, compensation modeling, and long-term capacity planning.

- Led and scaled a cross-functional team of designers, developers, and strategists, setting standards for technical excellence, delivery discipline, and collaborative culture built on trust, autonomy, and accountability.
- Owned design system development and visual standards governance across client engagements, ensuring consistency across brand, UX, and technical implementation.
- Acted as an executive bridge between technical delivery and business strategy, shaping web roadmaps and investment decisions for clients, internal stakeholders, and agency leadership.
- Served as technical and architectural lead across complex manufacturing, technical, and medical device B2B engagements, conducting platform assessments, defining solution approaches, and scoping phased delivery aligned to business objectives.

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Saint Louis Park, MN

SKILLS

Enterprise Web Strategy & Platform Leadership

Scalable Digital Platforms & Systems

UI/UX Strategy & Design Systems

Enterprise Web Architecture

Content Architecture & CMS Governance

Digital Operations & Delivery

Team Leadership & Performance Management

Technical SEO & Site Performance

Analytics, Measurement & Optimization

AI Tooling

EDUCATION

Bachelor of Arts in Advertising and Business

| University of St. Thomas
2005 - 2009

Certifications in Web Design and Development

| Minneapolis College 2011 - 2013

PROFESSIONAL TRAINING

EOS / Traction Leadership and Management

EO Executive Forum

Win Without Pitching

Algolia Search Engineering Basics Certification

- Defined content architecture and CMS governance models for complex client websites, balancing frontend presentation, authoring experience, and long-term scalability.
- Architected and oversaw complex third-party integrations, including CRMs, PIMs, and marketing automation platforms, ensuring reliable data flow between web platforms and core business systems.
- Led CMS platform evaluations and migrations, translating content, functionality, and workflow requirements into scalable WordPress solutions and building deep cross-platform architectural expertise.
- Oversaw technical SEO health and analytics infrastructure (GA4, GSC, Looker Studio, Core Web Vitals, structured data), translating performance data into actionable insights for clients and internal teams.
- Established flexible delivery governance, adapting agile and waterfall methodologies to project context while improving consistency, quality, and cross-functional collaboration.
- Sourced, evaluated, and managed vendor and contractor partnerships to extend team capacity while maintaining agency quality standards.

Full Stack Developer & UI/UX Web Designer | Windmill Strategy

2018 - 2020

- Led technical planning, UI/UX strategy, and design for complex B2B clients across technical, industrial, manufacturing, and medical device sectors.
- Developed custom WordPress solutions, integrated third-party tools, CRMs, and APIs, implemented digital marketing initiatives, and maintained client websites post-launch.

Manager, Web Design & Development | Gruen Agency (Gemini Agency)

2015 - 2018

Key Accomplishment: Built and led the agency's web department from the ground up, establishing a new service offering that extended the agency's existing PPC and SEO programs and growing the team from zero to a multi-person group of designers and developers.

- Developed CMS governance models and self-serve publishing workflows that empowered non-technical marketing team members to manage content independently without development support.
- Implemented technical SEO recommendations across client websites - including site architecture, URL structures, internal linking, XML sitemaps, and structured data - to improve crawlability, indexation, and search visibility.
- Partnered with SEO and PPC teams to design and build conversion-optimized landing pages, improving form completion and lead quality across client accounts.
- Audited and improved site performance metrics - including page speed and Core Web Vitals - as a foundation for organic search rankings and paid media quality scores.
- Configured and maintained analytics and SEO tooling across client sites - including GA4, GTM, GSC, and Looker Studio - enabling data-driven reporting and campaign attribution.
- Evaluated and recommended front-end frameworks and component-based architecture approaches, ensuring technical recommendations kept pace with evolving web standards.

EARLIER EXPERIENCE

Web Developer & Graphic Designer | Mighty Media | 2013-2015

Graphic Designer | Dakota Jazz Club | 2011-2013

Graphic Designer | Alliance Française de Minneapolis-St. Paul | 2009-2011