

# Noor Watson Shehzad, MSSC, PMP, UXC

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## Digital and Content Strategy Senior Leader

As an experienced senior leader in digital strategy, digital transformation, marketing technology, and project management, I am focused on delivering exceptional customer experiences. My proven track record includes revenue growth, team building, and fostering innovation. With my expertise in web development, content strategy, UX, and analytics, I am dedicated to optimizing digital experiences and ensuring customer satisfaction.

## AREAS OF EXPERTISE

Digital Strategy | Content Strategy | Digital Transformation | Marketing Technology | Digital Project Management | Web Development | Strategic Communications | User & Customer Experience (UX & CX) | Analytics

## SKILLS

Marketo | Salesforce | Qualtrics | VWO-Wingify | Google Analytics | Adobe Analytics | Domo | Tableau | Claravine | AEM | WordPress | Web Chat | Chatbots | Confluence | Jira | Monday.com | Sprinklr

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## EXPERIENCE

### Director, Web Strategy

Bandwidth

Raleigh, NC

MAY 2022 – APRIL 2023

- Led a team of two in the global digital transformation strategy, including defining roadmaps, conversion rate optimization and testing, UX strategy, and content for five corporate websites.
- Built customer journeys, increased website traffic, and optimized the user experience resulting in higher conversions.
- Conducted usability tests, A/B tests, and used metrics to increase qualified lead conversions by 33%.
- Drove the global website redesign strategy and implementation, including conducting a content audit that resulted in the deletion of 30% of website pages, which streamlined the experience and increased content relevance and findability.
- Partnered with vendors and internal staff to create UK English pages for global website localization.
- Strategized and initiated the global website redesign project including the visual alignment of four other corporate customer-facing websites, to ensure a seamless user experience between websites utilizing a budget of \$250K.
- Led a team charged with designing, testing, updating, and optimizing marketing pages and content experiences, with the goal of increasing traffic to appropriate parts of the customer and/or sales journeys.

### Manager, Digital Strategy

Blue Cross Blue Shield NC

Durham, NC

JANUARY 2019 - MAY 2022

- Led a high-performing team of three analytics implementation specialists responsible for analytics development for more than 40 digital portals to help stakeholders make data-driven decisions, increase engagement, conversions, and adoption.
- Led a high-performing team of seven digital product analysts responsible for providing marketing campaign and customer experience insights and reporting for more than 40 digital portals to help stakeholders make data-driven decisions, increase engagement, conversions, and adoption.
- Integrated emerging marketing and analytics technologies and determined the best tools for internal business partners.

- Drove the identification and implementation of innovations and measurement opportunities to further website data maturity within more than 40 portals.
- Provided comprehensive strategic reports to C-suite leadership, highlighting key insights, trends, and short- and long-term projects with recommendations for improvement.

## **Manager, Digital Content & User Experience**

AICPA

*Durham, NC*

**JANUARY 2013 - JANUARY 2019**

- Managed the Digital Strategy Program to ensure current and future company digital projects adhered to and promoted corporate strategic goals, increased revenue, and were optimized for success.
- Saved over \$1M by deleting 25% of 160 corporate websites and web domains using repeatable models I created for enterprise-wide website governance.
- Devised global integrated end-to-end member experience proof of concept to define the future of the AICPA global digital system architecture.
- Created the user experience, information architecture and content design for the new Chartered Global Management Accounting (CGMA) designation web property, increasing dual memberships of current AICPA members by 37,000 and new memberships by almost 100,000, which led to an \$102.7 million revenue increase.
- Managed the redesign of AICPA.org, including the creation of 14 new wireframes, an updated visual design library, digital asset management tool, and the migration of 15,000+ pieces of content from SharePoint to Adobe Experience Manager (AEM).

## **UX Web Producer/Digital Content Strategist**

AICPA

*Durham, NC*

**DECEMBER 2010 - JANUARY 2013**

- Developed digital experiences, customer journeys, content strategies, sitemaps, and wireframes tailored to business goals of attracting, nurturing, and converting CPA students into paid CPA members.
- Optimized and monitored performance of AICPA's digital channels including AICPA.org, email, display ads, video, and mobile through expertise in SEO, analytics, and user experience best practices and tools.
- Collaborated with internal business units to scale experimentation, personalization, and optimization with the goal of improving website traffic, conversion rates, and user engagement.
- Conducted content audits and completed a content governance project to reduce 50% of 16,000+ web pages, which increased SEO and search findability.
- Analyzed data from Google Analytics, Adobe Analytics, and A/B tests, and conducted user testing to optimize the customer experience leading to a 25% increase in engagement and a 14% increase in conversions.
- Created best practice guides, content templates, governance process, style guides, and website production learning modules.

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## **Communications Manager**

*Society for Technical Communication (Carolina Chapter)*

*Durham, NC*

**JULY 2010 - JULY 2011**

## **Senior Editor**

*Durham Magazine*

*Durham, NC*

**JANUARY 2008 - JUNE 2009**

**Writer and Editor**

*Washington Examiner & Gazette Newspapers*  
*Washington, DC*  
JUNE 2002 - JULY 2006

**Editor, Community Health Funding Report**

*CD Publications*  
*Silver Spring, MD*  
APRIL 2005 - OCTOBER 2005

**Reporter, The Blue Sheet and The Washington Fax**

*FDC Reports, Reed Elsevier*  
*Silver Spring, MD*  
AUGUST 2000 - DECEMBER 2002

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**EDUCATION**

**Master of Science (MS), Strategic Communications**, Butler University. **AUGUST 2023**

**Bachelor of Arts (BA), Communication Studies; Minor, Journalism**, The University of North Carolina at Chapel Hill

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**CERTIFICATIONS**

**Project Management Professional (PMP)**, *Project Management Institute (PMI)*, **APRIL 2012 - APRIL 2024**

**ValueSelling Framework for Marketing Professionals**, *ValueSelling Associates (VSA)*, **MARCH 2023**

**User Experience Certification (UXC)**, *Nielsen Norman Group (NN/g)*, **NOVEMBER 2015**

**Business Communications Management Certificate**, *Durham Technical Community College*,  
**DECEMBER 2010**