

Erin Wiggers

TECHNICAL DIRECTOR



Seeking a strategic leadership role within a software-focused tech company or HubSpot-focused agency where I can leverage my expertise in product strategy, web & software development, and team leadership. Passionate about driving growth through innovative, data-driven solutions and enhancing customer experiences across digital platforms.

COVER LETTER

TO: HIRING MANAGER

DECEMBER 2024

As a seasoned Technical Leader with over a decade of experience in software development and more than 3.5 years in senior leadership roles, I am excited to express my interest in exploring new opportunities.

My background includes driving product strategy, leading cross-functional teams, and enhancing digital experiences to drive revenue growth. In my current role as Director of Technical Services at BridgeRev, I have successfully defined and executed product roadmaps that align with evolving customer needs and market trends. By leveraging data analytics and customer insights, I have driven innovation and optimized user experiences across multiple platforms.

I have developed product-led growth strategies that significantly improved customer acquisition and retention. My ability to collaborate with marketing, sales, and customer success teams has been instrumental in aligning product developments with business objectives.

Highlights of my qualifications include:

- **Strategic Leadership:** Proven ability to define and drive product strategies that align with company vision and customer needs.
- **Technical Expertise:** Extensive experience with AWS, HubSpot, WordPress, and other CMS, CRM, and integration platforms, along with a strong understanding of SEO and UX/UI principles.
- **Cross-Functional Collaboration:** Skilled in leading diverse teams and collaborating across departments to achieve strategic objectives.
- **Data-Driven Decision Making:** Proficient in leveraging analytics tools to inform product decisions and optimize performance.

I am eager to bring my passion for innovation and excellence to a new role. I look forward to the opportunity to discuss how my skills and experiences align with your needs.

Thank you for considering my application.

Sincerely,

Erin Wiggers

CONTACT

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Erin Wiggers

TECHNICAL DIRECTOR



Innovative Technical Leader with over 10 years of experience driving digital transformation and product strategies in AdTech and MarTech. Directed cross-functional teams to develop scalable, user-centric solutions that increased revenue and enhanced customer acquisition. Adept at aligning technology initiatives with business objectives through data-driven decision-making and strategic foresight.

EDUCATION

2006 - 2010 B.A. BIO & PSYCH
UNIVERSITY OF MISSISSIPPI /
HONORS COLLEGE
Graduated with a 4.0 GPA from
the Sally McDonnell Barksdale
Honors College..

2012 - 2014 MASTER'S
ENTERTAINMENT BUSINESS
FULL SAIL / FLORIDA
Graduated with a 3.8 GPA and
completed a master's thesis.

CONTACT

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JOB & EXPERIENCE

2022 - 2024

DIRECTOR OF TECHNICAL SERVICES

BRIDGEREV / OKLAHOMA CITY

At BridgeRev, an Elite HubSpot Partner, I lead the development and execution of product strategies that align with company vision and client needs. Collaborating across engineering, design, marketing, and sales teams, I drive product success through scalable solutions and customer-centric prioritization. My role also involves presenting data-driven insights and market trends to clients, enabling them to unlock new business opportunities and optimize growth.

2022 - 2022

TECHNICAL DIRECTOR

APTITUDE 8 / CHICAGO

During my tenure at Aptitude 8, an Elite HubSpot partner, I led strategic partnerships to enhance product offerings and expand market reach. I managed cross-functional teams using Agile methodologies, ensuring projects were delivered on time and within budget. My expertise in analytics and data tools informed strategic decisions and improved product performance. I also prioritized team development, mentoring members to foster a culture of continuous improvement and innovation.

2021 - 2022

DIRECTOR OF WEB DEVELOPMENT

IMPULSE CREATIVE / FLORIDA

At Elite HubSpot partner Impulse Creative, I was responsible for overseeing the strategy, design, and maintenance of HubSpot-based websites. I developed initiatives that converted website traffic into leads and sales, aligning web strategies with broader revenue objectives. I managed vendor relationships for web development projects and ensured cohesive branding through enhanced UX and design efforts. My leadership significantly improved mobile and desktop user experiences, contributing to overall business growth.

SKILLS

PROFESSIONAL SKILLS

Automation	<div><div style="width: 80%;"></div></div>
AI	<div><div style="width: 70%;"></div></div>
Canva	<div><div style="width: 85%;"></div></div>
Documentation	<div><div style="width: 90%;"></div></div>
Demand Gen	<div><div style="width: 75%;"></div></div>
Data Analysis	<div><div style="width: 80%;"></div></div>
HubSpot	<div><div style="width: 85%;"></div></div>
Problem Solving	<div><div style="width: 80%;"></div></div>
Product Strategy	<div><div style="width: 80%;"></div></div>

PERSONAL SKILLS

Teamwork	<div><div style="width: 85%;"></div></div>
Manager	<div><div style="width: 80%;"></div></div>
Leadership	<div><div style="width: 85%;"></div></div>
Integrity	<div><div style="width: 90%;"></div></div>

STANDOUT PROJECTS

2023 - 2024

PRODUCT-LED GROWTH STRATEGY

PROFESSIONAL SERVICES

I developed a product-led growth strategy that focuses on customer acquisition and revenue generation through innovation. I collaborated with a multidisciplinary team, fostering collaboration and alignment with strategic goals. By leveraging data analytics and customer insights, I optimized user engagement and aligned product developments with market opportunities. Through comprehensive market research and competitive analysis, I shaped a forward-thinking product roadmap that ensures customer satisfaction and long-term success.

2023 - 2024

CUSTOMER PORTAL & ECOMMERCE STOREFRONT

HEALTH & WELLNESS

Developed an advanced e-commerce storefront and customer portal, focusing on enhancing user experience and compliance. Key features included dynamic filtering and searching using HubDB data, a robust product comparison tool, and tailored product visibility based on provider settings and regulatory requirements. The project prioritized improving usability, increasing sales, and maintaining data security while delivering a personalized and efficient shopping experience for both patients and providers. These enhancements not only optimized the purchasing process but also ensured trust and compliance within the platform.

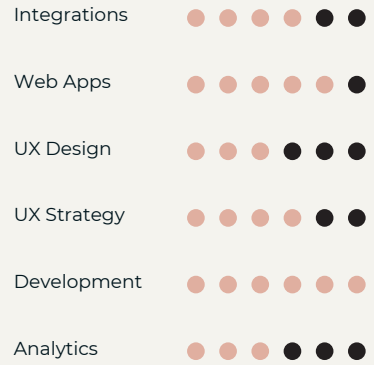
2023 - 2024

CUSTOM EVENTS CALENDAR

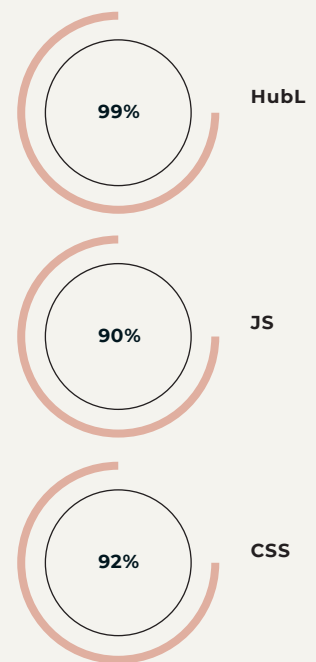
COMMUNITY & MEMBERSHIP

Developed a dynamic and user-friendly Events Calendar customer portal leveraging HubSpot CMS and CRM capabilities. This project featured advanced event filtering and searching, user-specific event visibility based on permissions, and robust authentication mechanisms to cater to diverse user roles (guests, members, admins). Integrated tools included a responsive design, drag-and-drop modules for customization, and features like event registration, sharing, and calendar syncing. The solution enhanced user engagement, streamlined event management, and ensured compliance with visibility rules, delivering a seamless experience across all devices.

EXPERTISE



LANGUAGES



HOBBIES



Drawing



Photography



Reading



Outdoors



Music



Travel

REFERENCES

AVAILABLE UPON REQUEST

Thank you!

CERTIFICATIONS

DEVELOPER I & II

HUBSPOT

HubSpot Academy courses including a completed practicum.

SOLUTION ARCHITECTURE

HUBSPOT

HubSpot Academy course focused on designing solutions.