

Jorge Rafael Manzo

Webflow Professional Partner & Growth Strategist

Paris, France

EXPERIENCE

Growth Strategist at KAJABI

FEB 2024 - PRESENT

Responsible for Kajabi's CRO Program and Growth Strategy pertaining to the marketing websites and signup flow.

- Designing, deploying, and maintaining AB tests on the marketing websites
- Scoping and / or leading new web developments and how they serve the company KPIs
- Coordinating across multiple teams for larger growth initiatives
- Building out a quarterly and monthly roadmap for growth initiatives

Web Lead at KAJABI

OCT 2022 - FEB 2024

Responsible for managing Kajabi's marketing websites on Webflow:

- Re-structuring the website's backend
- Maintaining best practices
- Empowering non-technical team members to manage site content
- Lead new web development efforts
- Develop a CRO program for ongoing site optimization

Contract Web Lead at FLEX

SEP 2022 - OCT 2023

Responsible for rebuilding Flex's entire website per the Client-First styling system, and continued to lead new development efforts and built out a CRO program to further optimize. We also ran multiple AB tests via Google Optimize.

Contract Web Lead at Evisort

SEP 2021 - AUG 2022

Responsible for migrating Evisort's website from Wordpress to Webflow. The migration included 75+ pages, and 200+ Dynamic Pages. Also responsible for leading the redesign of core pages, with the goal of increasing conversions and improving SEO.

Freelance Web Lead & Webflow Professional Partner at BuiltByJorge.com

MAR 2021 - PRESENT

I'm a freelance Web Lead and Webflow Professional Partner with experience in a wide variety of industries. Responsible for designing conversion-focused designs, implementing said designs into Webflow per best practices, and onboarding non-technical team members on how to be self-sufficient in managing their sites.

SOCIALS

Portfolio: <https://builtbyjorge.com>

LinkedIn: <https://www.linkedin.com/in/jrafmanzo/>

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