

EDWARD L. HUMPHRIES

Website Project Manager | Design & Development

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PROFESSIONAL SUMMARY

Website project manager and Certified Scrum Master with five years in project management and 12 years in website content, design, development, and SEO. Managed 40+ projects totaling \$500,000+. I turn business goals into clear scopes, budgets, schedules, and team responsibilities, then manage delivery through launch and support. Having done the website work myself, I can discuss requirements with specialists, assess deliverables, and explain decisions clearly to stakeholders.

SELECTED RESULTS

- **35,000-product Shopify rebuild:** Delivered on time and on budget with a nine-person team in 12 weeks.
- **WordPress redesign and migration:** Delivered four weeks early and \$3,000 under budget.

PROFESSIONAL EXPERIENCE

Freelance Website & SEO Consultant | Independent

2016 - Present

- Experience managing 7-15 concurrent website and SEO accounts. Turn business goals into scopes, proposals, budgets, schedules, and 90-day plans with clear priorities and task owners.
- Run discovery and onboarding to establish goals, access, stakeholders, and success criteria. Organize production in ClickUp and keep clients informed through regular check-ins.
- Personally built complete WordPress sites for Lingo Staffing, The Advance Group, and Vector Technical. Use that hands-on experience to assess requirements and review website work.

Selected agency contracts (overlapping engagements)

Forest City Digital

Project Manager | Remote | Jan 2025 - Aug 2026

- Led the **Apollo Off-Road Shopify rebuild**, coordinating nine people across content, design, development, and QA for a catalog of 35,000 products, 1,372 collections, and 270+ brands.
- Coordinated the catalog rebuild while retaining the vehicle-fitment system, a key requirement for helping customers find compatible products.
- Scoped WordPress and Shopify projects and set budgets, schedules, and staffing. Managed client decisions, scope changes, documents, and assets so the team had clear direction.
- Reviewed deliverables against the brief, brand standards, mobile usability, and SEO requirements before launch. Coordinated fixes, launch preparation, and post-launch support.

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Project Manager | Experience continued

PROFESSIONAL EXPERIENCE, CONTINUED

Kava Digital Marketing

Project Manager, Website Design/Development | Remote | Jan 2026 - Apr 2026

- Led a Duda-to-WordPress rebuild from content strategy and design through development, migration, QA, and launch. Coordinated the work across those stages to complete delivery ahead of schedule.
- Wrote and designed 14 service pages and managed the developer building the templates. Planned site architecture, UX Pilot layouts, and URL mappings.
- Coordinated redirects, structured data, and mobile review so the migration addressed search visibility and usability alongside the new design.

Freedom Leads

Project Manager / SEO Manager | Remote | Feb 2021 - Apr 2026

- Managed WordPress and Duda builds, ongoing content and site updates, and conversion improvements. Reviewed monthly performance with clients and adjusted the work plan.
- Led local SEO for real estate investors and home services businesses: Google Business Profiles, citations, internal links, backlinks, and supporting content.

PROJECT DELIVERY & LEADERSHIP

Requirements, scope, estimates, budgets, resource planning, sprint planning, scope changes, issue resolution, progress reporting, QA, launch coordination, and post-launch support.

Managed in-house employees, marketing teams, contractors, and freelancers, aligning specialists around priorities, responsibilities, and delivery dates.

CLIENT FEEDBACK

"He really turned things around by improving client communication, team organization, budgets, and timelines."

Ashley Watts | VP of Client Services, Forest City Digital

CORE TOOLS

Project coordination: ClickUp, Asana, Monday.com, Teamwork, Slack, Google Workspace

Platforms & QA: WordPress, Shopify, WooCommerce, Duda, BugHerd, Figma, UX Pilot

Measurement: GA4, Google Search Console, Looker Studio, Semrush

AI support: Claude and ChatGPT for scopes, proposals, workflows, and reporting

CERTIFICATIONS & EDUCATION

Certified Scrum Master (CSM) | DMI CDMP | HubSpot SEO | Google Analytics | Semrush Certified

B.A. in Education | University of Louisville