



EDWARD L. HUMPHRIES

Complete End-to-End
Website Manager

CONTACT

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AVAILABILITY

Available Immediately

Full-Time

Part-Time

Contract

PLATFORMS

WordPress

Shopify

Duda

Wix

WP Engine

SEO & ANALYTICS

SEMRush

SurferSEO

Search Atlas

Screaming Frog

Google Analytics

Google Search Console

Google Ads

INDUSTRY EXPERIENCE

eCommerce

Staffing Companies

Legal

Automotive

Real Estate

Home Services

Local & National Brands

40+

Projects
Managed

80%

Client
Retention

10+

Person Teams
Led

85%

On-Time
Delivery

\$500K+

Project Value

PROFESSIONAL SUMMARY

On Time. On Budget. On Point.

I have been working on websites for 12 years. For the last 4+ years I have focused specifically on project and account management, running end-to-end builds on WordPress, Shopify, and Duda.

I know the process from the inside out because I have done the work myself — content, SEO, design, and development — before stepping into management. That means I catch things a typical PM misses.

I scope projects, run the team, manage the client, and own it from discovery to launch. If you need someone who does not drop the ball, that is what I do.

CORE COMPETENCIES

12 Years of End-to-End Website Experience

Account Management

Website Design/Dev

SEO Strategy

Client Onboarding

QA & Post-Launch

LLM Optimization

Scope & Proposals

Team Leadership

SOP Development

PROFESSIONAL EXPERIENCE

All roles listed are concurrent contract/freelance engagements.

Project Manager

Forest City Digital • Cleveland, OH • Jan 2025 – Aug 2026

- ▶ Managed WordPress and Shopify website projects for a range of clients from kickoff through launch and post-launch care.
- ▶ Scoped website projects to determine appropriate budget, timeline, team, and tasks for each engagement.
- ▶ Handled all client and team communications, meetings, documents, and asset management throughout each project.
- ▶ Managed QA against platform specifications (WordPress or Shopify), and handled site launch and post-launch client care.

Project Manager / SEO Manager

Freedom Leads • Simpsonville, SC • Feb 2021 – Apr 2026

- ▶ Managed end-to-end website design/development projects for WordPress and Duda.
- ▶ Implemented local SEO strategies and optimized for Google search rankings and large language model (LLM) visibility.
- ▶ Developed UX and conversion strategies for website redesigns and ongoing improvements.
- ▶ Built and tracked citations and managed backlink purchases monthly.
- ▶ Handled client communication, website updates, and monthly SEO reports.

NOTABLE BRANDS

Ford Motor Company
Facebook
Home Depot
Wix
Nord & ExpressVPN
Benjamin Franklin Plumbing
Morgan & Morgan
WSI World

WORK STYLE

Self-Managed
Deadline-Driven
Client-First Mindset
Detail-Oriented
Calm Under Pressure
Strong Communicator

REFERENCES

Available upon request.
Can speak to professionalism,
reliability & work ethic.

EDUCATION

B.A. in Education
University of Louisville

MY PHILOSOPHY

If a website is not generating revenue, it is another business expense.

It is a liability that does not inspire, does not stimulate growth, and does not build meaningful relationships.

Even traffic, rankings, branding, and design do not matter if they do not directly lead to conversions.

What I have learned over the last decade is how to use every element of a website to create a platform that is a money-making machine.

Everything else is smoke and mirrors to a client.

Project Manager, Website Design/Development

Kava Digital Marketing • Chicago, IL • 2026 (January-April)

- ▶ Managed end-to-end WordPress website projects including content strategy, SEO planning, design direction, and development oversight.
- ▶ Developed SEO-aligned content strategy and managed ongoing search performance using SEMRush, SurferSEO, and Google tools.

SOFTWARE & TOOLS PROFICIENCY

Analytics & Research

Google Analytics

Search Console

Wappalyzer

Communication & Project Management

Fireflies
Slack
Asana

ClickUp
Google Tools

Monday.com
Teamwork

Website Design & Development

WordPress Plugins
BugHerd
Horizon Theme (Shop)

Shopify Plugins
Figma
Adobe Suite

UX Pilot
Elementor (WP)
Canva

AI Tools

Claude
ChatGPT
Copy.ai

Claude CoWork
ChatGPT Sites
Frase.io

Claude Design
Jasper AI
Surfer AI

CERTIFICATIONS



WHAT CLIENTS SAY

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

Ashley Watts

VP of Client Services, Forest City Digital

"He has been able to guide our clients' website strategies, helping our websites achieve rankings on the 1st page of Google."

Jacob Hicks

Founder & CEO, Freedom Leads