Edward Humphries

Website Project Manager | Digital Project Manager

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SUMMARY

Website and digital project manager with 5+ years managing website builds, redesigns and platform migrations, and 12 years in the website industry across content, SEO, design and development. Agency-side and in-house experience as the client's main point of contact, owning scope, timelines, budgets, resources, QA and launch.

Runs projects end to end in clear phases with client sign-off, keeping designers, developers, writers and SEO staff focused on what clients need most: sites that launch on schedule and convert.

HIGHLIGHTS

- 40+ website projects managed, $500K+ in total project value, across eCommerce, legal, automotive, real estate, staffing and home services
- 80% client retention across agency and direct clients
- Teams of 15+ people across design, development, content and SEO
- 20+ client websites managed on ongoing retainers over five years, alongside new builds, redesigns and migrations

EXPERIENCE

Independent Website Project Manager (Contract) | Remote **Feb 2021 to Present**

Contract project management for digital agencies and direct clients, often across several accounts at once.

- Served as the client's main point of contact, owning scope, timelines, estimates, hours and budget tracking, and change requests on budgets from low to mid five figures
- Ran each project in clear phases with client sign-off, from discovery and scoping through design, build, QA, launch and post-launch support
- Coordinated designers, developers, writers and SEO staff, and handled technical SEO, redirects and WCAG accessibility checks in-house
- Wrote SOPs for repeatable delivery and joined sales calls to scope new work

Forest City Digital, Cleveland, OH Jan 2025 to Aug 2026

- Led a 9-person team through a 12-week Shopify rebuild of a 35,000-product auto parts catalog with 1,372 collections, delivered on time and on budget with the year/make/model fitment system migrated intact
- Managed a 7-person WooCommerce-to-Shopify migration (101 products, 36 collections), absorbed an unscoped co-branded partner storefront mid-project, renegotiated the date once with the client and kept the build on budget
- Delivered weekly and monthly client reporting in Looker Studio covering SEO, conversion and site performance

Kava Digital Marketing, Chicago, IL Dec 2025 to Apr 2026

- Delivered a Duda-to-WordPress redesign in 8 weeks against a 12-week scope and $3,000 under budget, front-loading discovery and UX so build and content ran without rework
- Led conversion-driven redesigns with competitor analysis, metadata, internal linking and technical SEO fixes

Freedom Leads, Simpsonville, SC Feb 2021 to Apr 2026

- Managed a portfolio of 20+ client websites for real estate investors and home services companies, covering new builds and ongoing retainer work
- Owned scope, timelines, priorities and client communication for each account, and coordinated the work through launch and monthly retainer cycles

- Kept every site focused on calls, form fills and sales, with SEO, content and Google Business Profile work planned around those goals

Direct clients

- Launched a Square-to-Shopify store 10 weeks ahead of the contract date and a 31-page WordPress site in 11 days, one day before the client's deadline

Content, Website and SEO Roles | Agency-side and in-house **2014 to 2021**

- Progressed from content writing and content management to website design and development, social media marketing, and SEO strategy and management
- Built SEO programs from zero for clients and managed content, websites and social channels across eCommerce, legal, automotive, real estate, staffing and home services

SKILLS

- **Project management:** discovery, client onboarding, scoping, estimates, project plans, timelines, budgets and hours tracking, resource allocation, risk management, stakeholder communication, phased delivery with client sign-off, QA and user acceptance, launch, post-launch support, SOPs
- **Website platforms:** WordPress, Shopify, WooCommerce, Drupal, Elementor, HubSpot; site migrations, 301 redirects, Cloudflare, WP Engine
- **Search, UX and accessibility:** Search Engine Optimization (SEO), technical SEO, local SEO, AI search (GEO/AEO), conversion rate optimization (CRO), UX, WCAG accessibility
- **Tools:** Asana, Monday.com, ClickUp, Trello, Google Workspace, Figma, UX Pilot, Semrush, Ahrefs, Screaming Frog, Rank Math, Google Analytics 4 (GA4), Google Search Console, Looker Studio, Claude, ChatGPT

SELECTED PROJECTS

Full case studies at edwardhumphries.com

- **Apollo Off-Road:** Shopify rebuild, ~35,000 products, 9-person team, on time and on budget
- **Chicago Garage Door:** Duda-to-WordPress redesign, 4 weeks early, $3,000 under budget
- **SportsGuard:** WooCommerce-to-Shopify migration with co-branded storefront, on budget
- **Fabri-K-Tions:** Square-to-Shopify build, 113 pages, 10 weeks early
- **Silent Lights:** GoDaddy-to-WordPress site, 5 to 31 pages, launched in 11 days

EDUCATION AND CERTIFICATIONS

- B.A., Education, University of Louisville
- DMI Certified Digital Marketing Professional (CDMP), HubSpot SEO, Semrush Digital Marketing, Google Analytics (GA4), Google Ads