

# ABBIPERRY

703-851-1132 | [abigail.n.perry@gmail.com](mailto:abigail.n.perry@gmail.com) | [www.abbiperry.com](http://www.abbiperry.com) | [linkedin.com/in/abigailperry](https://linkedin.com/in/abigailperry)

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## SENIOR MARKETING MANAGER & WEB STRATEGIST

### SKILLS & EXPERTISE

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Web Strategy | Content Strategy | Storytelling | Copywriting | Stakeholder Management  
Project Management | User Experience | A/B Testing | SEO Personalization | Agile Methodology  
Brand Development | Jira | Google Analytics | Adobe Experience Manager | Salesforce | Crazy Egg

### PROFESSIONAL EXPERIENCE

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#### Lead Web Strategist, Cloud Software Group (formerly Citrix)

August 2023 – Present

- Promoted to Lead Web Strategist after 10 months, with added scope of responsibility.
- Leads the web strategy workstream for all Cloud Software Group business units: Citrix, NetScaler, XenServer, Spotfire, ibi, TIBCO, and Jaspersoft.
- Serve as the lead advocate and SME for web strategy and digital marketing on the latest user experience methodologies, content strategy, SEO, and web best practices.
- In partnership with director and other leaders, evaluate team's organizational structure and provide recommendations to further increase our velocity and delivery, scale digital marketing and web best practices.

#### Senior Web Strategist, Cloud Software Group (formerly Citrix)

October 2022 – August 2023

- Orchestrated the successful launch of netscaler.com within a tight deadline of five months, leading web strategy to deliver a 70-page website.
- Acted as a pivotal liaison, overseeing, and coordinating web strategies for seven business units, ensuring alignment with stakeholders' objectives.
- Streamlined the management of thousands of monthly web enhancement requests, collaborating closely with development and IT teams to uphold best practices.
- Proactively provided insights and recommendations, contributing significantly to the growth and enhancement of internal stakeholders' strategies.

#### Web Strategist, Citrix Systems, Inc.

July 2019 – October 2022

- Optimized over 5,000 web landing pages through compelling copywriting and editing techniques, ensuring consistent and impactful storytelling across diverse sections.
- Designed content strategies based on consumer insights and user research, integrating personalization tactics and AB testing strategies for meaningful user experiences.
- Collaborated seamlessly with cross-departmental teams to design and execute outstanding web experiences, fostering a collaborative environment to achieve goals.
- Identified KPIs, set targets, and continuously monitored digital strategy effectiveness, delivering regular analysis and insights to key stakeholders.

#### Web Producer, Citrix Systems, Inc.

March 2014 – July 2019

- Strengthened content user experiences by partnering closely with digital and product creatives, aligning content with business and brand requirements.

- Managed web content for a vast audience of 1.8 million monthly viewers, ensuring consistent quality and engaging experiences.
- Handled internal communications among stakeholders, encouraging efficient workflows.

**Assistant Editor (*Society Scene*), *Sun-Sentinel***

**October 2011 – January 2013**

- Collaborated with the editor-in-chief to curate and publish compelling content, actively participating in all stages of the publication process.
- Produced original content and managed content publication across online and print mediums for the *Sun-Sentinel's Society Scene*.

**Columnist and Calendar Editor, Forum Publishing Group**

**November 2008 – April 2011**

- Created and maintained engaging content across digital and print platforms, focusing on local news and events.
- Compiled and wrote editorial calendars for local newspapers: *South Florida Parenting*, *Teenlink*, and *Jewish Journal*.
- Wrote weekly columns on current news and events with a local angle for *Jewish Journal*.

**OTHER EXPERIENCE**

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**Founding Board Member, Alpha Sigma Tau South Florida Alumnae Chapter**

**May 2017 - July 2021**

**SPJ Florida Board Member, Society of Professional Journalists**

**July 2017 - July 2019**

**EDUCATION**

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**Lynn University, Boca Raton FL** Master of Science, Communications & Media

**Radford University, Radford VA** Bachelor of Science, Media Studies; Concentration: Journalism

*Semester Abroad: University of London – Media Studies*

**CERTIFICATIONS & COURSES**

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*Certified Digital Marketing Associate: Essentials*, Digital Marketing Institute, 2022