



Core Skills

UX / Experience Design
UI & Visual Design
Graphic Design
Front-End Development
SEO Strategy & Execution
Brand Identity & Systems
Campaign Concepting
Web Performance & Accessibility
CMS Management
Cross-Department Collaboration

Knowledge Base

Design Tools

Figma, Canva, Miro, Photoshop, Illustrator, InDesign, Premiere Pro, After Effects

AI Tools

Midjourney, Adobe Firefly, ChatGPT, Claude

Development Languages & Technologies

HTML, CSS, JavaScript, React, Node.js, PHP, SASS/LESS

Platforms & CMS

WordPress, Shopify, Drupal, Magento, Contentful (Headless CMS)

Analytics & SEO

Google Analytics, Google Search Console, Google Tag Manager, Ahrefs, Hotjar

Integrations

HubSpot, Mailchimp, Salesforce

Development & Collaboration Tools

Git, GitHub, VS Code, Slack, Teams, Asana, Trello, Basecamp

Education

University of North Florida

BFA, Graphic Design

Volunteering & Certifications

Certified Yoga Instructor

200-Hr Baptiste Yoga Training

Charity Event Organizer

St. Baldrick's Foundation
Childhood Cancer Research
2008 – Present

Sam Gilbert

sam@samgilbert.com | 904-699-9351

Senior Web Manager & UX Designer

Front-End Developer · Digital Marketing Strategist

Web manager and UX designer based in Jacksonville with 15+ years of experience across front-end development, digital marketing, and user experience design. Most recently led web strategy and fundraising campaign work for a national nonprofit, with a focus on site performance, accessibility, and brand consistency. Comfortable owning projects independently or working closely with internal teams, and experienced across agency, nonprofit, and freelance environments.

Professional Experience

St. Baldrick's Foundation

UX, SEO & Web Manager | Remote | Apr 2023 – Feb 2026

- Managed a portfolio of fundraising web properties for a national childhood cancer research nonprofit, covering UX strategy, front-end development, & content optimization
- Worked with internal philanthropy and marketing teams on web strategy, landing page improvements, and conversion best practices to support fundraising goals
- Led UX efforts to improve usability, accessibility, and overall experience across devices
- Improved site health, page speed, and Core Web Vitals, with real improvements to organic search visibility and user engagement
- Built and maintained a consistent brand identity across all digital outreach, which had been inconsistent before I joined
- Handled SEO start to finish: keyword research, on-page optimization, technical SEO, and reporting via Google Analytics, Search Console, and Ahrefs
- Averaged +125% increase in year-to-year traffic through marketing and SEO techniques
- Averaged a 2 second page load improvement, prioritizing mobile users for fast conversion
- Managed proprietary CMS for updates, coordinated with web vendors on larger projects
- Set up and maintained HubSpot, Mailchimp, and Salesforce integrations; implemented Google Tag Manager for campaign tracking
- Cut unnecessary third-party web services, reducing costs for the web team
- Worked as the bridge between marketing and IT, keeping multiple projects moving at once in a small nonprofit environment

Bravely (Freelance)

Lead Experience Designer | Remote | May 2020 – Present

- UX design, front-end development, and brand strategy for clients across industries
- Deliver fully responsive, CMS-integrated websites tailored to each client's platform & needs
- Manage client relationships and project scope from brief through launch

St. John & Partners

Senior Experience Designer | Jacksonville, FL | Aug 2014 – May 2020

- Digital department lead overseeing a small team of designers and developers
- UX design for responsive, mobile-optimized websites built within client CMS platforms
- Led usability testing, app design, and email strategy projects

Station Four

Graphic Web Designer | Jacksonville, FL | Jun 2013 – Aug 2014

Creative lead across branding, web, video, animation, and social media for a boutique studio.

Pearl Design

Designer & Creative Director | St. Augustine, FL | Oct 2011 – Jul 2013

Website design, development, product design, and CMS integration for agency clients.

Daigle Creative

Graphic Design & Web Developer | Jacksonville, FL | Aug 2010 – Oct 2011

Website creation, front-end development, and CMS integration.