

HOWIE TAYLOR

DIGITAL MARKETING & WEB DEVELOPMENT EXECUTIVE

Wesley Chapel, FL • (813) 505-4126 • wavnatcha@gmail.com • www.howietaylor.com

EXECUTIVE PROFILE

Digital marketing and web development leader with 20+ years of hands-on technical experience and 12+ years directing enterprise online marketing for a multi-location healthcare organization. Combines strategic leadership with deep expertise in SEO, paid media, analytics, UX, CMS platforms, web architecture, API integrations, and workflow automation. Proven record of leading high-impact redesigns, large-scale content migrations, measurable traffic growth, and cross-functional digital transformation.

LEADERSHIP & DIGITAL EXPERTISE

Digital Strategy Web Architecture & UX	SEO & Organic Growth WordPress & CMS	PPC & Paid Media API / Automation	Analytics & KPIs Vendor Leadership
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PROFESSIONAL EXPERIENCE

Director of Online Marketing | Coast Dental /
Intelident Solutions — Tampa, FL

2013–Present

- Lead digital strategy and online marketing for approximately 100 dental offices across multiple brands, balancing enterprise standards with local-market needs.
- Manage 8 parent-company websites, including web architecture, UX, SEO, PPC, analytics, conversion initiatives, content governance, and ongoing platform modernization.
- Delivered 198.23% year-over-year session growth in 2023, one of the strongest traffic-growth periods in the company's history.
- Drove 194.10% organic-search growth in 2023, reaching 553,672 organic sessions and making organic search the primary traffic source at 68% of all sessions.
- Scaled total site traffic to a 2024 peak of 887,871 sessions; by September 2026, traffic had rebounded to 811,072 sessions, nearly matching 2023's full-year volume.
- Led migration of approximately 5,000 pages from Kentico CMS to WordPress, redesigning and launching the new site within 3 months.
- Direct cross-functional teams, external agencies, technology partners, and vendors while reporting on KPIs, conversions, search visibility, campaign performance, and digital growth.
- Develop custom applications, API integrations, web services, and workflow automations that improve efficiency and support business operations.

Technology: HTML5, CSS3, PHP, ASP/ASP.NET, C#, JavaScript, jQuery, JSON, AJAX, Bootstrap, SQL Server | **Platforms:** WordPress, Kentico CMS, Google Analytics, Google Search Console, Screaming Frog, Adobe Creative Cloud, Visual Studio

Web Developer / Owner | Taylor-Made Services —
Wesley Chapel, FL

1993–2013

- Founded and operated a full-service web development and hosting company serving organizations across multiple industries.
- Designed and delivered custom websites, database-driven applications, e-commerce solutions, hosting, maintenance, and technical consulting.
- Provided development services directly to clients and through agencies including Rita Technology, Kforce, PF1, and Horizons HRS.
- Managed the full client lifecycle from requirements and architecture through development, deployment, support, and long-term relationship management.

SELECTED DIGITAL IMPACT

- Enterprise-scale CMS migration: moved approximately 5,000 pages from Kentico to WordPress and completed redesign plus launch in 3 months.
- Traffic growth: 198.23% session growth in 2023, followed by a 2024 peak of 887,871 sessions and strong 2026 rebound to 811,072 sessions through September.
- Organic growth: 194.10% increase in organic sessions in 2023 to 553,672, accounting for 68% of site traffic at peak organic contribution.
- Current channel mix: as total traffic remained elevated, organic share shifted to roughly 20% in 2026 as paid and other channels became a larger part of acquisition.
- Multi-site leadership: oversee 8 websites supporting the parent company and approximately 100 dental offices.

AI, INNOVATION & DIGITAL PROJECTS

- Maintain HowieTaylor.com as a working portfolio for web development, digital storytelling, community-focused blogging, and emerging-technology experimentation.
- Explore practical uses of AI across content development, visual storytelling, music creation, web design, SEO, and marketing workflows.
- Use personal projects as a test environment for responsive design, structured data, multimedia publishing, automation, and AI-assisted creative production.

COMMUNITY, RECOGNITION & CREATIVE WORK

- 2026 Heroes Among Us Congressional Award — recognized for community service and mentorship impact.
- 2019 Big Brother of the Year — Big Brothers Big Sisters of Tampa Bay.
- Longtime volunteer mentor and advocate supporting one-to-one youth mentoring, volunteer recruitment, fundraising, and community outreach.
- Build and support pro-bono websites and digital projects for nonprofit and community organizations.
- Publish mentoring stories, community content, blogs, and AI experiments through HowieTaylor.com.

EDUCATION

Bachelor of Science, Computer Information Systems

Web Development & Administration | DeVry University — Kansas City, Missouri

TECHNICAL & MARKETING TOOLKIT

Digital Marketing	SEO, PPC, analytics, conversion optimization, multi-location marketing, reporting
Web Development	HTML5, CSS3, JavaScript, jQuery, PHP, ASP/ASP.NET, C#, JSON, AJAX, Bootstrap
Platforms & Data	WordPress, Kentico CMS, SQL Server, MySQL, APIs, web services, workflow automation
Creative & Analysis	Adobe Photoshop, InDesign, Screaming Frog, Google Analytics, Google Search Console, Visual Studio

EXECUTIVE VALUE

Strategic enough to lead enterprise digital programs, technical enough to understand the code and platforms behind them, and hands-on enough to move projects from concept through launch. Brings a rare combination of marketing leadership, web-development depth, measurable digital-growth experience, community credibility, and curiosity about emerging technology.