
Luke Johnston

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Results-driven marketing, product, and conversion rate optimization expert with over 6 years of experience in driving cross-functional teams to deliver impactful digital experiences. At Intuit, I drove a 10x increase in click-through on training content with a custom-built platform, achieved an 80% meeting booking rate by integrating a new scheduling tool to Intuit's global web platform, and drove a 50% increase in web leads Y/Y through digital experimentation. My expertise is using analytics, customer insights, and iterative testing to drive continuous improvement and create customer-centric solutions that align with business goals.

WORK EXPERIENCE

Intuit

Staff Performance Marketing Manager - Web • Aug 2024 - Present

- Built a training site that consolidates content from multiple sources via custom API integration and enables easy consumption via filter, sort, and search; boosted click-through on training content by 10x
- Established a usability testing program to inform the experimentation and optimization roadmap for accountants.intuit.com

Senior Marketing Manager • Feb 2021 - Jul 2024

- Drove a 50% increase in web leads Y/Y in TY22 by optimizing the Intuit Accountants site
- Integrated Chili Piper into Intuit's global web platform, resulting in ~80% schedule rate for web leads
- Led digital testing team in FY22 & overseeing multiple tests per quarter
- Migrated 100+ web pages to a new internal CMS; decreased average page build time by 33%

Carma

Product Manager, Growth • Sep 2022 - Dec 2022

- Hired product designer, performed in-depth requirements analysis, and guided the engineering team in a successful MVP launch in December 2022
- Developed the go-to-market strategy to generate interest in the app; recruited 10+ service providers for the beta launch
- Carma is now backed by Y Combinator, signifying a significant leap in market credibility and investment potential

Intuit

Marketing Manager • May 2019 - Feb 2021

- Boosted Intuit Accountants site accessibility by implementing WCAG 2.1 standards, leading to a 10% increase in accessibility score
- Developed web assets for a new software cloud-hosting offering, generating over \$1M in revenue in the first year alone
- Led a site navigation overhaul, utilizing in-depth interviews, usability testing, and card sorting; cut visitor search time in half

We Infuse

Marketing Lead • Jan 2019 – May 2019

- Orchestrated Google Analytics, established KPIs, and built dashboards to measure the effectiveness of marketing activities over time
- Managed an editorial calendar that included a podcast, blog, and social content; grew social following by 3x
- Built the marketing site and optimized it for product discovery and top-of-funnel lead generation
- Led event marketing for multiple conferences and trade shows nationwide

Intuit

Digital Marketing Intern • May 2018 – Aug 2018

- Developed an online "forms finder" tool enabling tax pros to see availability and support of tax forms in Intuit software, cutting down on customer support calls
- Identified customer insights via interviews, developed hypotheses for testing, and built out experiments (A/B tests) in Optimizely
- Analyzed web traffic with Adobe Analytics to provide targeted optimization strategies

EDUCATION

MBA in Big Data Strategy

Texas Tech University • Jan 2022 – Dec 2023

BBA in Marketing, Entrepreneurship & Corporate Innovation

Baylor University • Jan 2014 – Dec 2018

CERTIFICATIONS

Digital Analytics & Insights Certificate • Aug 2020

SMU

Innovation Catalyst Level I • Mar 2023

Intuit

Certified Scrum Product Owner • Aug 2023

Scrum Alliance

SKILLS

Technical: A/B testing, APIs, Asset management, CMS management, CSS, Digital analytics, Forecasting, HTML, JavaScript, jQuery, React, SEO, Web Content Accessibility Guidelines

Tools: Adobe Analytics, Adobe Audience Manager, Adobe Experience Manager (AEM), Airtable, Figma, FullStory, Google Analytics, Hotjar, Jira, Miro, Optimizely, Webflow, WordPress, Workfront

Methodologies: Agile, Cross-functional collaboration, Design thinking, Jobs-To-Be-Done, Prioritization models, Rapid prototyping, Scrum, Shape up, Usability testing

General: Controlled experimentation, Conversion rate optimization, Go-To-Market strategy, Marketing technology, Product Management, UX/UI design, Web marketing strategy, Web personalization