

Stephen Greenstein

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Experienced multimedia and technically proficient B2B digital marketer specializing in strategy, A/B testing, and user behavior analysis to enhance UX, drive engagement, and boost conversion rates. Proficient in Google Analytics (Looker Studio), Hotjar, and SEMrush for performance measurement and optimization. Skilled in SEO, website performance, and front-end troubleshooting, ensuring seamless user experiences.

Passionate about leveraging technical and strategic expertise to improve lead generation and business growth through cross-functional collaboration. Proven ability to quickly build trust and respect with clients across diverse industries. Advanced project management and people skills foster strong, productive relationships and drive successful outcomes.

Skills

- Website Optimization & CRO
- A/B and Multivariate Testing (Optimizely, Hotjar, SEMrush)
- Google Analytics (Looker Studio)
- WordPress & Elementor
- HTML / CSS / JavaScript
- UX/UI Strategy & Design
- Search Engine Optimization (SEO)
- Heatmaps & User Behavior Analysis
- Email Marketing (HubSpot, MailChimp)
- Data Analysis & Performance
- Content Management Systems

Professional Experience

Stephen Greenstein Consulting, Sudbury, MA

2008 – Present

Digital marketing company that specializes in social media content creation, website development and digital advertising.

Owner/Digital Marketing Strategy Consultant

Partner with businesses to enhance online presence, improve website performance, and drive conversions. Leverage A/B testing, heatmaps, and session recordings to identify drop-off points and optimize user experience. Clients include: sognoitalian.com; innatgoodharborbeach.com; martignettihospitality.com; brmbilling.com; and cheftonymessina.com.

- Increased organic search impressions by 876% and website traffic by 35.2% for sognoitalian.com through strategic SEO and content optimization.
- Improved web search traffic by 275% for brmbilling.com by developing a conversion-focused website and optimizing search engines.
- Enhanced cheftonymessina.com web presence, achieving 3,000 monthly impressions and a 6.67% click-through rate.
- Diagnosed and resolved performance issues, including slow loading times, excessive HTTP requests, and JavaScript inefficiencies.
- Leveraged Google Analytics and Search Console data to develop actionable insights for improving conversions.

Federal Reserve Bank of Boston, Boston, MA

2015 – 2023

Commonly known as the **Boston Fed**, responsible for the First District of the Federal Reserve, which covers New England

Digital Marketing Strategy Manager

Reporting to the Assistant Vice President Corporate Communications, led cross-functional teams to implement data-driven marketing

strategies, optimize digital content, and enhance website performance. Developed and implemented structured workflows that streamlined processes and enhanced efficiency. Supervised and mentored the Digital Strategy team of 2 offering guidance on best practices and professional development including improved project deliverables and higher team morale.

- Designed and executed A/B and multivariate testing to refine website elements, increasing conversion rates and user engagement.
- Optimized website navigation and content layout to reduce bounce rates and enhance user experience.
- Identified and addressed web performance issues, such as inefficient JavaScript and excessive HTTP requests.
- Streamlined workflows to enhance collaboration between marketing, design, and development teams.
- Utilized Google Analytics, Hotjar, and SEMrush to measure website performance and track marketing effectiveness.

EMD Millipore, Billerica, MA

2013 – 2015

EMD Millipore is the life science division of Merck KGaA of Germany, supporting research, development, and production of biotech and pharmaceutical drug therapies

Web Content Editor

Reporting to the Web Content Manager, managed website content strategy to drive organic traffic and improve search engine rankings. Created targeted content for diverse marketing campaigns and streamlined content management processes to ensure efficient publishing and updating of online materials.

- Implemented SEO best practices, increasing site visibility and user engagement.
- Conducted user behavior analysis to optimize content strategy and conversion paths.

Education & Certifications

- **B.S. in Management Information Systems** – University of Hartford, West Hartford, CT
- **JavaScript Development Certificate** – General Assembly (Remote)
- **Multimedia Designer Certification** – The Career Institute of American International College
- **MailChimp Foundations Certification** – MailChimp

Volunteer Experience

Web Administrator / Developer – Sudbury Community Food Pantry

2025 – Present

Web Administrator – Peter Noyes Elementary School Parent Teacher Organization

2023 – 2025