
MICHAEL A. DAVIS

DIGITAL PROJECT MANAGER | UX STRATEGIST | CRO & WEB PRODUCTION SPECIALIST

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PROFESSIONAL SUMMARY

Experienced digital project leader with a decade of success managing website launches, optimizing user experiences, and driving measurable improvements in site performance. Skilled in front-end content workflows, user behavior analysis, and accessibility auditing. Known for a structured, analytical approach backed by strong UX sensibility and a drive to continuously improve. I specialize in delivering high-quality web experiences by connecting strategy, design, and production with clarity and care.

SKILLS AND COMPETENCIES

- Process Improvement & Cross-Functional Collaboration
- Project Coordination & Client Communication
- Website Production & Content Management
- CMS Platforms (WordPress, Shopify, MonsterCommerce, Custom)
- JIRA, Monday.com, Asana, Microsoft Office, Microsoft Teams
- UX Strategy & Accessibility (WCAG, Section 508)
- Conversion Rate Optimization (CRO)
- Behavioral Analytics (Microsoft Clarity, Google Analytics)
- Front-End QA & Troubleshooting (HTML/CSS)
- A/B Testing Support & UX Research Interpretation
- Documentation Development and Upkeep

WORK EXPERIENCE

Enspire for Enterprise (Remote)

Lead Project/Program Manager | FEB 2020 – MAR 2025

- Led cross-functional web production teams delivering large-scale site builds and digital programs for regional and national brands.
- Spearheaded UX and CRO-focused process improvements using insights from Microsoft Clarity, Google Analytics, and WEVO Pulse.
- Conducted accessibility audits and UX evaluations to reduce friction, improve task flow, and increase user engagement.
- Partnered with stakeholders to define goals, document strategy, and guide implementation.
- Key outcomes included:
 - 25% growth in franchise acquisition for a national mold remediation company
 - 20% increase in scheduled appointments for a regional medical imaging provider
 - Improved UX and performance across multiple high-traffic platforms in healthcare, education, and service industries.

Web.com (Jacksonville, FL)

Senior Project Manager | APR 2015 – FEB 2020

- Managed 100+ website design and optimization projects, applying accessibility and CRO best practices
- Delivered ongoing improvements for small and medium-sized businesses through structural enhancements, content alignment, and user flow improvements
- Supported modernization of templates and design systems to accelerate production and improve conversions
- Completed company Leadership Bootcamp with a focus on communication and digital strategy.

Ecommerce Support Specialist II | APR 2013 – APR 2015

- Edited and maintained ecommerce websites, improving content presentation and user experience.
- Resolved complex customer requests and provided tailored solutions to enhance usability and performance.

TRAINING & EDUCATION

- **Introduction to Web Accessibility (WAI1.0)** – W3C (2020)
- **UX/UI Design Fundamentals** – Institute of Product Leadership (2025)
- **Fundamentals of Graphic Design** – California Institute of the Arts (2025)

STRENGTHS & WORKING STYLE

My CliftonStrengths — **Deliberative, Ideation, Analytical, Intellection, Adaptability** — support the way I work: thoughtfully, strategically, and with an ongoing focus on improvement. Whether I'm auditing a UX flow, optimizing a landing page, coordinating production timelines, or organizing a team around an outcome or deliverable, I bring clarity, structure, and care to every step of the process.