

Jonny Egan

Website: jonnyegan.com | Email: egan.jonathan00@gmail.com | Mobile: 773 799 5167

Professional Summary

Strategic web and growth leader with 15+ years of experience owning high-impact digital platforms as acquisition, activation, and education engines across B2B and B2C. Proven track record translating business and revenue goals into scalable web systems spanning UX, engineering, analytics, experimentation, and marketing technology. Experienced leading cross-functional teams, driving measurable growth outcomes, and operating in complex, compliance-driven environments for Fortune 500 brands.

Professional Experience

Hot Paper Lantern, New York, NY

Director, Digital Projects | Jun 2021 – Present

Clients: Meta, Barnes, Daikin, Saint Gobain, Fire Capital Management, Kyndryl

- Own the strategy, execution, and performance of client and internal web platforms as primary digital engagement and growth channels across B2B and B2C audiences.
- Define and lead end-to-end web initiatives spanning UX, engineering, content systems, analytics, SEO, and performance optimization, leveraging modern web platforms and AI-enabled tools to improve delivery speed, scalability, and iteration.
- Translate business goals into scalable web strategies and roadmaps, balancing acquisition, engagement, conversion, accessibility, performance, and governance requirements.
- Establish and track core web performance indicators (e.g., engagement, conversion, content effectiveness, SEO performance), using analytics insights to inform prioritization, optimization, and iteration.
- Partner closely with analytics, marketing, and client stakeholders to interpret user behavior and funnel data, shaping UX decisions and continuous improvement initiatives.
- Lead cross-functional teams of designers, developers, and strategists, setting delivery standards, improving operational workflows, and mentoring team members to drive quality and velocity.
- Develop and implement agency-wide digital SOPs and best practices, improving consistency, scalability, and execution across concurrent, high-complexity engagements.
- Serve as senior digital lead in new business efforts, defining web strategy, scoping technical approaches, and presenting recommendations to executive and client leadership.
- Collaborate with executive leadership on agency growth planning, resourcing, and evolution of digital service offerings.

Big Drop Inc, New York, NY

Senior Digital Project Manager | Feb 2020 – May 2021

Clients: Optimum, AMC Networks, Altice, Bank of China, Nuvolo, Moroccan Oil, Northwell Health

- Managed a \$1M+ portfolio, overseeing full-cycle delivery for complex website and platform builds.
- Directed cross-functional teams of designers, developers, and strategists.
- Maintained consistent client satisfaction through proactive communication, issue resolution, and clear expectations across all engagements.

Precision For Value, NY & Chicago, IL

Senior Digital Project Manager | Feb 2017 – Feb 2020

Clients: Astellas, Takeda, Lilly, AbbVie, Novo Nordisk, Pfizer

- Led 15+ concurrent digital projects across web, email, and mobile for top-tier pharma clients.
- Developed comprehensive documentation ensuring business alignment and regulatory compliance.
- Created and managed SOWs, RFPs, timelines, and change orders, supporting a multi-million dollar portfolio.
- Fostered strong client relationships and served as day-to-day lead across multiple accounts.

No Limit Agency, Chicago, IL

Digital Director, Digital Manager, Digital Producer | Dec 2012 – May 2016

Clients: Pita Pit, GYMGUYZ, Smoothie King, Lennys Subs, Buffalo Wings and Rings

- Implemented SOPs and project protocols for website development and QA.
- Mentored junior staff in project execution and client relationship management.
- Managed offshore development teams using Agile methodologies.

1851 Franchise, Chicago, IL

Technical Lead | Dec 2012 – May 2016

- Redesigned and developed lead generation platform increasing traffic by 200% within 3 months of launch.
- Led onboarding for 50+ clients post-launch.
- Created business and functional documentation for offshore development.

RTE, Dublin, Ireland

Support Developer | Nov 2011 – May 2012

- Provided Level 2 support for internal and external clients for digital display systems.

Whoodle, Dublin, Ireland

Support Developer | Aug 2010 – Nov 2011

- Led front-end development and contributed to back-end improvements during site overhaul.

Freelance Experience

JonnyEgan.com

Digital Experience Strategist & Project Director | Jan 2014 – Present

Clients: Focus Features, Northwestern University, China Metal Solutions, Egan's Whiskey

- Deliver strategy, UX, design, and development for clients to maximize ROI.

Additional Experience

Sleepy Hollow Cinema

Digital Experience Lead | 2026 - Present

- Lead digital experience strategy across website, event discovery, email capture, donation pathways, and audience engagement.
- Support the organization's capital campaign by improving digital storytelling, conversion paths, and community-facing content.
- Advise on the connection between website, email, analytics, and event tools to create a more scalable digital ecosystem.

Thoughtful

Technical Project Management Course Mentor | Mar 2020 - Dec 2020

- Mentored students on technical project management concepts and career transition readiness.

Education

MSc in Web Technologies – National College of Ireland, 2010–2011

BSc in Software Systems – National College of Ireland, 2006–2010

Core Competencies & Skills

- Digital Strategy & Program Leadership
- Cross-Functional Team Management
- UX Strategy & Experience Architecture
- Digital Operations & Workflow Optimization
- Agile & Hybrid Project Management Methodologies
- Client Relationship & Stakeholder Management
- Enterprise CMS Platforms (WordPress, Drupal, SharePoint)
- Data-Driven Decision Making (GA, GTM, SEO Tools)
- Creative Oversight & QA Governance
- Marketing Technology & Automation Platforms
- Process Design & Scalable Systems Implementation
- Digital Transformation & Change Enablement