

# Valon Badivuku

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LinkedIn

San Jose, CA

Digital Experience Manager

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## SUMMARY

Digital Experience Manager with 10+ years turning strategy into shipped product: leading enterprise web operations at 50,000-page scale, driving double-digit organic growth, and building products from zero to acquisition. I own the full arc, from roadmap and stakeholder alignment to execution and results, and I go after outcomes bigger than the role description.

## EXPERIENCE

### Web Developer

2017 - Present

San José State University

- Build and maintain responsive, accessible web experiences and front-end components across the university's digital presence.
- Develop digital products and self-service tools that improve how prospective students discover programs and engage with content.
- Partner with marketing and content teams to ship campaign landing pages and conversion-focused experiences.
- Execute technical SEO audits, schema markup, and Core Web Vitals optimization, delivering 20% organic lift year-over-year.
- Architect a modular, WCAG-compliant design system and lead stakeholder alignment across 15+ departments.

### Digital Product Manager

March 2013 - December 2016

- Defined product vision and roadmap, leading cross-functional teams across design, engineering, and marketing to ship digital products.
- Translated user research and analytics into prioritized features and continuous product iteration.
- Launched marketing-driven product experiences and growth experiments to lift engagement and retention.
- Coordinated go-to-market execution, aligning product, brand, and demand-generation efforts.

## **Digital Marketing Specialist**

January 2013 - March 2013

- Planned and executed digital marketing campaigns focused on ROI optimization and brand consistency.
- Built landing pages and creative assets to support acquisition and conversion.
- Tracked cross-channel performance and optimized spend based on analytics.

## **E-Commerce & Marketing Management**

August 2011 - December 2012

- Led multi-market e-commerce strategy, improving organic search visibility and email campaign performance.
- Shaped digital storefront experiences and product merchandising to drive conversion.
- Ran lifecycle and email marketing programs that grew repeat engagement.
- Partnered with developers to ship storefront features and digital experience improvements.

## **E-Commerce Analysis & Digital Marketing**

November 2009 - July 2011

- Developed integrated digital marketing strategies across SEO, SEM, email, and social channels.
- Drove organic traffic growth through content and technical SEO initiatives.
- Built and analyzed digital marketing experiences, turning data into actionable optimizations.
- Supported development of e-commerce web experiences and marketing pages.

## **Founder & Digital Product Manager**

2009 - Present

**Tripika, QYSH.ME, ZBRITJE, RIPOST MEDIA**

- Co-founded QYSH.ME, Albania's first how-to portal, building the product end-to-end. Acquired by Dua.com.
- Built ZBRITJE, a nationwide discounts and deals marketplace with 2,500+ business partners.
- Led digital platform roadmap, growth strategy, and marketing at RIPOST MEDIA.
- Co-founded Tripika, a design and web development studio shipping digital products for clients.

## SKILLS

### Technical SEO

Core Web Vitals, schema markup, structured data, crawlability, mobile-first indexing, page speed, XML sitemaps, canonical tags, log file analysis, GSC, Ahrefs, Screaming Frog

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### Web Operations & Scale

Enterprise CMS (50K+ pages), large-scale migrations, WCAG 2.1 compliance, design systems, content governance, QA workflows, accessibility audits, web standards

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### Product & Growth

Product management, roadmap ownership, OKRs, go-to-market strategy, CRO, A/B testing, user research, agile, cross-functional stakeholder alignment, vendor management

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### Digital Marketing & Analytics

SEO/SEM, email marketing, social media, marketing automation (Pardot), CRM, GA4, GTM, attribution modeling, performance reporting, audience segmentation

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### Founding & Business Development

Company building, startup strategy, B2B partnerships (2,500+ partners), acquisition process (QYSH.ME → Dua.com), market entry, team building, investor communication

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