



SEAN SORDO



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SUMMARY

Results-driven digital marketing strategist with 15+ years of experience leading multi-channel campaigns, email automation, and performance analytics to drive measurable growth. Known for blending strategic thinking with hands-on execution to deliver scalable marketing solutions.

A committed Christian, husband, and father of five, I am passionate about using digital strategy to serve mission-driven organizations and expand meaningful impact.

CAREER

Principal Technical Web Specialist

Zillow Group, ShowingTime+ | 2022 - Present

- Launched the ShowingTime+ brand for Zillow Group, integrating M&A products (dotloop, ShowingTime, Bridge Interactive, Aryeo) into a unified MarTech stack, executing go-to-market strategies, and delivering scalable, compliant solutions—contributing to ~143% stock growth.
- Automated multi-channel marketing campaign workflows, improving campaign performance by 35% in revenue, conversion rates, and lead volume by doubling lead conversion accuracy.

Webmaster

New Horizons Computer Learning Center | 2020 - 2022

- Directed digital marketing and website strategy driving \$3M in direct annual revenue and enabling \$10M+ in assisted sales through integrated SEO, lead gen, and CRO initiatives.
- Executed multi-channel marketing campaigns across Salesforce/Pardot email automation, website, social, and live chat channels; leveraged GA4 reporting and A/B testing to optimize segmentation and improve engagement, conversion rates, and ROI.

Senior Web Manager

Pediatrix (Formerly MEDNAX) | 2017 - 2020

- Spearheaded brand standardization across 300+ healthcare websites, aligning SEO strategy, conversion pathways, and messaging while aligning IT, legal, and medical stakeholders.
- Launched company-wide “Voice of the Customer” initiative to inform M&A integration strategy and improve marketing alignment through customer insight-driven decision making.

Director of Web Application Development

Florida Atlantic University | 2008 - 2017

- Managed 100K+ CMS pages across domains, sustaining 1M+ monthly unique visitors and increasing traffic via targeted SEO/SEM strategies.
- Drove strategic plan that propelled Florida’s #1 Most Improved University ranking and delivered 15% higher-quality incoming classes.

Tech Lead

First Presbyterian Church of Pompano Beach, The Pink Church | 2024 - Present

- Expanded digital worship broadcast strategy, increasing online streaming engagement by 150% through platform optimization, audience targeting, and content distribution.

EDUCATION

Florida State University

*Master of Science
IT Management*

*Bachelor of Science
Information Studies*

SKILLS

Core Competencies

*Multi-Channel Campaign Strategy · Email Automation
(Salesforce/Pardot) · Audience Segmentation · SEO/SEM & CRO ·
GA4 Analytics · Performance Analytics · Product Launch
Leadership · WordPress · Cross-Functional Project Execution*