

VIVIAN M. JOHNSON

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SENIOR WEB MARKETING LEADER

SUMMARY

Senior digital and growth marketing leader with 15+ years driving SEO, web strategy, conversion optimization, and demand generation for enterprise and B2B technology organizations, including Google, Microsoft, Couchbase, and Delphix. Proven track record directly managing agencies and budgets, leading cross-functional teams, and partnering with paid media, product marketing, and campaign teams to align digital programs to GTM motions and product launches. AI-forward operator with hands-on experience applying AI to content translation, messaging workflows, and search intelligence to improve speed and execution.

CORE STRENGTHS

- Organic search & SEO strategy — technical SEO, content strategy, keyword and LLM/AI search visibility
- Agency & budget management — direct ownership of web development, content, and SEO agency relationships and vendor budgets
- Cross-functional leadership — Product Marketing, Creative, Web Engineering, Paid Media, and Campaign teams
- Conversion strategy — landing page ideation, testing, experimentation (VWO, MVT, Google Optimize)
- Performance measurement — GA4, Adobe Analytics, Power BI, dashboard reporting to executive leadership
- AI-forward workflows — AI-assisted translation, messaging, and search-informed content programs

WORK EXPERIENCE

Google (Azaaki Solutions) | Mountain View, CA | 2025 – 2026

Web Marketing Strategy Manager – Web & Campaigns

- Managed large-scale web operations and content initiatives supporting 1M+ monthly activation units across 35+ global markets, ensuring alignment across cross-functional stakeholders, localization efforts, and business priorities.
- Directly managed external web and content agencies and associated vendor budgets, overseeing scope, deliverables, and performance against business goals.
- Drove a 41% increase in organic traffic by implementing data-driven SEO and content strategies that improved discoverability, keyword performance, and acquisition across emerging AI and voice search experiences.
- Realized a 20% increase in impressions and 40% growth in product page traffic by leading the Find Hub product redesign, content strategy, and SEO optimization on Android.com.
- Achieved a 12% lift in visibility and engagement by leading content strategy for Android.com, launching a scalable content article program informed by LLM and search intelligence.
- Partnered with Paid and Campaign teams to ideate and inform landing page strategy using performance insights from Android.com, strengthening conversion path alignment across channels.
- Served as central lead for Product Marketing, Creative, Web Engineering, SEO, Analytics, and external agencies, aligning stakeholders, resolving dependencies, and accelerating delivery.
- Applied AI tools to accelerate content translation and localization across global markets, improving speed and consistency of execution.
- Optimized performance using GA4, user testing, and internal dashboards, turning traffic, engagement, and search insights into strategic recommendations.

Microsoft (Bridge Partners) | San Jose, CA | 2024 – 2025

Sr. Web Channel Strategy Lead

- Led enterprise-wide website strategy for \$2B+ Devices portfolio, increasing engagement, conversion, and cross-channel performance via integrated web and campaign execution.
- Increased conversion rates by 12% and organic web traffic by designing and implementing a testing roadmap and research plan, leveraging data-driven experimentation and iteration.
- Championed sustained organic growth by driving SEO, technical optimization, and content audits, expanding keyword coverage and increasing qualified traffic.
- Directed cross-functional storytelling and content programs across Product Marketing, Creative, and Engineering, accelerating launches for Windows 11 software and device product launches and improving time-to-market.

- Built and deployed an AI agent to translate Windows product messaging into actionable briefs for cross-functional teams supporting product launches.
- Developed a cross-functional delivery team including a Program Manager and Project Manager, aligning roadmaps, timelines, and priorities to ensure execution against business objectives.
- Produced monthly and quarterly executive reports for senior leadership, translating performance metrics, risks, and trends into clear business insights and recommendations.

Couchbase | *Santa Clara, CA* | 2021 – 2024

Senior Manager, Web Demand Generation

- Directly managed the web development agency and a web producer as direct reports, overseeing execution, quality, and delivery against demand generation goals.
- Delivered a 28% increase in organic web traffic and a 23% improvement in SEO rankings within a single quarter through targeted data-driven optimization efforts.
- Drove rigorous site optimization by refining information architecture, analyzing deep web analytics, and delivering actionable recommendations to strengthen content governance.
- Implemented a comprehensive site-wide branding and taxonomy framework that improved discoverability, increased qualified customer leads, and elevated overall digital engagement.
- Spearheaded a seamless CMS migration across multiple lead-generation pages and campaigns.

Delphix | *Redwood City, CA* | 2019 – 2021

Senior Manager, Web Strategy

- Directly managed the web agency, budget, and web producer, owning strategy, execution, and vendor performance for the web channel.
- Delivered a 14% year-over-year increase in site traffic by strengthening digital engagement, attracting new audiences, and executing high-impact, data-driven site optimization initiatives.
- Headed global marketing efforts by defining the overall web strategy, developing a multi-quarter roadmap, refining user experience, optimizing conversion paths, and directing web production.

24/7.ai | *San Jose, CA* | 2018 – 2019

Web Program Manager

- Reduced bounce rate 10% by delivering a redesigned homepage featuring improved messaging hierarchy, visual clarity, and user flow.
- Launched 14 new pages within one quarter, improving site navigation and driving measurable gains in SEO rankings, crawlability, and discoverability.

Prior Experience: Cisco, Senior Program Manager; ServiceNow, Digital Program Manager, Digital Web Strategist; Apple, Inc., Senior Content Manager

EDUCATION

California Polytechnic State University, San Luis Obispo, CA — Bachelor of Science, Business Administration

TECHNOLOGIES

Adobe Analytics • GA4 • Power BI • SEMrush • BrightEdge • Google Optimize • VWO • MVT • CrazyEgg • Hotjar • Suzy Testing • Mutiny • AEM • Drupal • WordPress • Fatwire • Figma • Workfront • Jira • ClickUp • Rally • Asana • Teams • Slack