

# Daria Sass

## Digital Experience Manager

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### Experience

**Manager, Web Experience & Digital Design** | Veris Insights July 2025 - Present

- Repositioned the company website from a content distribution channel into a strategic pipeline engine – driving website-sourced **MQLs from 4% to 33% year-over-year** and growing **web-driven pipeline attribution from 14% to 34%**.
- Grew **website-driven leads 8x** across direct, SEO, and form-based channels.
- Elevated **web-driven sales opportunities from 9% to 30%** by redesigning **user journeys** to better support long sales cycles and guide prospects deeper into the buying process.
- Led **domain consolidation** initiative, migrating key landing pages from HubSpot to WordPress – adding native form functionality with redirect control, improving UX, strengthening SEO, and enabling accurate cross-channel user flow tracking.
- Directed Resource Hub 2.0 overhaul – **auditing 1,000+ pages of content, migrating 150+**; and building a robust filtering system with enhanced search and redirect architecture.
- Serving as **internal expert on web experience and UX best practices**, partnering with marketing and technical teams across sprint-based and ad hoc initiatives to maintain zero-defect standards and brand consistency.

**Web Product Manager** | Sagepath Reply Nov 2024 - May 2025 [Contract]

- Owned end-to-end **development of a new customer digital onboarding experience** – translating user needs into functional and technical requirements, aligning cross-functional teams, and surfacing constraints and blockers early to keep delivery on track.
- Led a **150+ page CMS migration** from CrownPeak to Kentico, defining front-end and back-end technical requirements to deliver a scalable, future-ready platform. Drove post-migration UAT across the full SDLC – tracking issues, prioritizing fixes with developers, and ensuring a stable, polished user experience at launch.

**Growth Web Producer** | Coursera Jan 2023 - Jul 2024

- Directed a **full digital experience overhaul of Coursera's enterprise web presence**, leading a 100+ page CMS migration from WordPress to Contentful with zero content loss – consolidating redundant pages and introducing reusable components to improve long-term scalability.
- Designed and owned a **modular template library and web production workflow system** that reduced project turnaround by 50% for a 15-person team.
- Led **CRO and personalization strategy, running A/B tests** and industry-specific experiments to optimize conversion across the enterprise funnel.
- Elevated the digital content experience by **redesigning the enterprise resource library** – introducing content tagging and improved filtering to drive engagement and discoverability.
- Partnered on **SEO strategy** and implementation to improve organic visibility and overall site performance.
- Drove **web execution for high-impact demand generation campaigns**.
- Managed **global localization efforts**: coordinated timelines and delivered translated content across regions.

**Senior Web Producer** | Buffalo Groupe Agency

Jan 2019 - Apr 2022

- Owned the **full digital experience lifecycle for 50+ client web products** – from UX wireframing through CMS build, QA, deployment, and ongoing performance optimization – across diverse industries.
- Led cross-functional teams to deliver all digital initiatives on time and on budget, managing project timelines and **resource allocation across concurrent workstreams**.
- Designed and deployed **email experiences** across all client accounts, supporting funnel development, CRM integration, and **customer journey mapping**.
- Used **analytics tools** to monitor experience performance and surface actionable optimization opportunities through **regular reporting**.
- Unified **project management operations across 3 merged teams** post-acquisition, building a shared Monday.com workflow that reduced cross-team friction and **improved collaboration efficiency by 50%**.

**Web Designer** | Doug Shorter Property Management

Jan 2018 - Nov 2018

- Overhauled the website through a comprehensive redesign, leveraging best UX and SEO practices, resulting in an **11% reduction** in bounce rate and **46% increase** in average session duration.
- Established **email marketing** program & **social media** strategy, generated content, including educational videos.

**Marketing Manager** | Park Inn by Radisson

Oct 2013 - May 2015

- Pioneered the establishment of the **marketing function** from the ground up, implemented global **brand strategies** in-house, ran multiple guest satisfaction programs.

## Toolkit

**CMS:** Wordpress, Contentful, Shopify, Webflow, AEM

**Design:** Figma, Sketch, Illustrator, Photoshop

**CRM, Email:** Hubspot, Marketo, Mailchimp, Sharpspring

**Project Management:** Jira, Monday.com, Asana

**Analytics:** Google Analytics, GTM, Looker, FullStory

**Misc:** Mutiny, Drift, Ceros, HTML, CSS

## Organizations

Regional Tech Lead, Carolina Women in Tech

## Education & Professional Certificates

**Master's Degree, International Economics**, Ural State University of Economics

**Certified Scrum Product Owner**, CSPO, Scrum Alliance

**Front End Web Development**, Trident Tech College

**UX/UI**, California Institute of Arts

**Agile Project Management**, Google Certificate

**Prompt Engineering for ChatGPT**, Vanderbilt

**SEO**, UC Davis

**Google Analytics**, Google Certificate