

Mike Rastiello

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Accomplishments

Managed 500+ projects including website migration/redesigns, software and web app development, and systems integrations over the last 11 years

Increased and optimized indexed content by 176%, which grew organic traffic 67% and reduced bounce rate 15% year over year for Rackspace.com

Conceptualized, designed and managed the implementation of a content resource center that houses 400+ pieces of content on Rackspace.com in order to increase traffic and enable visitors to self-serve content

- Serves an average of 8,000 organic and natural visitors a month
- Average view rate is 4.5 assets a session
- Visitors who view an asset are 60% more likely to return to the site than those who don't

Major stakeholder and influencer in research, design, testing, and implementation of new site architecture for Rackspace.com which resulted in:

- Increased pages per session for navigation users (2.8x)
- Increased site submissions 6% month over month
- Drove 27% increase in file downloads

Planned and executed the integration of the website content from 2 corporate acquisitions into Rackspace.com

- Condensed a 100-page website into 12 new pages and a 340-page website into 40+ new pages
- Both projects completed ahead of schedule

Lead the initiative to centralize marketing microsites under one global platform and implemented guidelines to follow brand, legal, and security standards which increased day to day efficiencies.

Professional Experience

Rackspace

Product Manager

2017 – Present

- Execute ongoing conversion rate optimization efforts utilizing UX research, user surveys, and testing to increase global website KPIs
- Ongoing development of cost saving CMS templates and software documentation to cut down on time and labor, streamlining site building and front-end user experience
- Identify and plan customer journeys and content strategy pivot from product lead messaging to solution and industry lead messaging on corporate website

- Groom and prioritize design, development, and testing requests utilizing Agile Project Management methodologies
- Define and author process documentation and training materials

Ecommerce Manager

2015 – 2017

- Consultant to global, senior-level stakeholders across multiple product portfolios on how the products they managed were featured on the corporate website
- Established content strategy, user experience, and customer journeys to drive conversions for three business units across 4 global regions
- Responsible for increasing conversions by an average of 18% through web and ecommerce best practices

LyntonWeb

Manager, Projects & Support

2010 – 2015

- Managed local and remote teams across design, web and app development, content creation, and marketing services for B2B and B2C clients
- Created project budgets, implemented timelines and hold status meetings to review performance
- Managed development, migration and adoption websites from legacy platforms to various modern CMS platforms such as Hubspot and Wordpress
- Managed support intake processes for client and internal support for web sites, web apps, API integrations, and tools
- Developed client facing and internal support documentation and training videos

The Planet (Now a part of IBM)

Videographer/Graphic Designer

Project basis (2007 – 2010)

- Produced, filmed and edited content for Public Relations, Marketing & Communications use as well as materials for internal training videos and team building conferences
- Managed small film crews and directed client testimonials under tight timelines and minimal budgets
- Produced website graphics and banner ads for paid media, email and marketing campaigns

Education

Quinnipiac University
B.A.: Mass Communications
Minor: Interactive Digital Design

Certifications

- Certified Scrum Product Owner
- Project Management Fundamentals I/II
- Acquia Certified Drupal Site Builder
- Google Analytics Certified
- Inbound Marketing Certified Professional