

CAROLEEN BEATTY

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DIGITAL LEADER & STRATEGIST

Digital Experience Leader with extensive expertise optimizing large-scale international web platforms and creating impactful user journeys in the gaming and entertainment industries. Proven ability to develop and execute comprehensive product strategies, driving transformation and fostering alignment across global teams to translate user insights into effective product requirements and transformative web experiences.

Core competencies include:

Web Strategy Development | CX Optimization | Brand Development | Scalable Content & Creative Automation | Cross-Functional Collaboration | Performance Analysis | Data-Driven Decision Making | SEO Strategy | UX Optimization | A/B Testing & Experimentation | Traffic Optimization Planning | AI Integration

PROFESSIONAL EXPERIENCE

Director, Global Digital Experience - Ubisoft

7/2020 – 2/2025

- Architected and implemented enterprise governance program for consolidating 100+ Ubisoft websites, creating a taxonomic system and metadata modeling strategy for core products to support scalable content orchestration and measurement across Marketing, Sales, IT, and Production, laying the groundwork for language model (LLM) integration.
- Developed and deployed scalable, templated website framework product across all Ubisoft web properties, integrating AEM data and APIs to create dynamic, monetizable experiences, driving a 120% increase in authenticated user engagement and a 30% boost in organic search visibility.
- Owned the lifecycle content strategies and web experiences for premium AAA game franchises (Assassin's Creed, Rainbow 6), events, and corporate websites (Ubisoft.com, Ubisoft Store), resulting in a 15% increase in purchase and engagement conversion rates and improved customer retention.
- Drove global policy compliance transformation across 70+ affiliate and studio websites, reducing costs by 3x while mitigating multi-million dollar regulatory risks, through cross-functional collaboration with C-Suite, Engineering, Legal, and IT teams.
- Led product management for personalized customer experiences, collaborating with data science to analyze engagement data across 70,000+ users across all platforms/touchpoints, revealing key translation telemetry in underserved markets and leveraging these insights to implement AI-powered translation and localization.
- Directed the complex domain migration of the Ubisoft Store, a global e-commerce platform with thousands of pages and products across 30+ international locales, ensuring zero downtime and preserving search equity for each region.

Executive Producer - Ubisoft

7/2016 – 7/2020

- Redesigned and governed global search and content delivery systems using headless CMS architecture across 100+ domains, countless devices, and dozens of regions-boosting discoverability of content by 40% while embedding scalable UX standards and governance frameworks.
- Led the strategy and execution for the implementation of a global navigation system across all digital domains, effectively aligning diverse stakeholder perspectives and bridging cultural differences, integrating iPaaS, resulting in a 30% lift in user engagement and improved wayfinding.

- Owned and drove SEO strategy for all Ubisoft brands, maintaining top SERP rankings globally by embedding on-page and structural best practices into foundational project requirements, followed by rigorous monitoring, reporting, and optimization through all campaign and communication milestones.
- Partnered with marketing and development teams to develop systems thinking via scalable creative and editorial solutions, reducing manual creative production effort by 70% and accelerating production timelines for web content, enabling high-frequency content scaling for promotions and events.
- Orchestrated analysis of community engagement KPIs, integrating UX telemetry and marketing data to develop engagement models, enabling improved user identification and segmentation to enhance the targeting and testing of communications and campaigns.

ADDITIONAL EXPERIENCE

Digital Marketing Producer - Ubisoft

- Led the development of digital experiences for AAA game franchises with sales exceeding 155 million units globally.
- Drove user engagement through the design and implementation of community features, including gamified elements, personalized user dashboards, and integrated tools for social interaction, leveraging Salesforce CRM for sales enablement.
- Designed and executed strategies and governance models for user-generated content platforms, ensuring compliance with brand and legal standards while maximizing audience growth.

Program Manager - Haas School, University of California, Berkeley

- Managed digital initiatives supporting academic research programs, implementing governance and content frameworks that improved user experience and engagement.
- Navigated complex state budget systems and administrative processes to deliver program objectives while ensuring fiscal compliance and accountability.

TECHNICAL PROFICIENCY & EXPERTISE

Web Development & SEO: Technical SEO (HTML/CSS, React Frameworks, API/dynamic rendering), Global Search Infrastructure (Elastic, Algolia), SEO Optimization Tools (Google Search Console, Lighthouse, SEMrush)

Content Management & Delivery: Enterprise Content Management System (CMS) Platforms (WordPress, Contentful, Adobe Experience Manager), Headless/Composable Content Ops, DAMs, Content Scaling Frameworks, Content Delivery Networks (CDNs), Taxonomies/LLM frameworks

Analytics & Optimization: Analytics & BI Tools (Data Visualization, Conversion Tracking), A/B Testing & Optimization, User Behavior Analytics

UX & Design: UX & Design Software (Figma, Adobe XD), Interaction Design, Measuring UX and ROI, Multi-language, currency, media and region optimization, Adobe Design Suite

Product Management: Product Discovery, Product Optimization, Data Analysis, Business Analytics, Customer Research

System Integration: API Integration Platforms, Microservice Architecture, Performance Monitoring Systems

Project Management: Agile Methodologies, Project Management Software (JIRA, Asana, Trello)

AI & Automation: AI-powered Personalization, Content Generation, and Workflow Optimization Tools