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CORE STRENGTHS

- Brand & Product Marketing
- UX/UI & Digital Experience
- Product Management / GTM
- Creative Direction
- Team Leadership
- Marketing Operations
- Accessibility & Usability

TOOLS & SKILLS

Figma • Adobe Creative Cloud • Canva • HubSpot • Pardot • WordPress • Jira & Confluence • HTML / CSS / JavaScript • Microsoft 365

CERTIFICATIONS & EDUCATION

Product Marketing Core • Brand Marketing Masters • HubSpot Inbound Marketing & Marketing Hub • Agile & Scrum • Microsoft PowerPoint

AA, Web Design & Interactive Media • BFA, Fine Art

JONATHAN RILEY

Marketing, Product, & Digital Experience Leader

View my portfolio

PROFILE

Multidisciplinary marketing and digital experience leader with a track record of building brands, leading cross-functional initiatives, and delivering measurable business results. My background spans brand strategy, product marketing, UX, and product management, combining creative thinking, operational leadership, and business strategy to bring complex initiatives to market.

PROFESSIONAL EXPERIENCE

Brand Marketing Manager

Pager Health | Aug 2025 – Sep 2026

Led brand strategy, corporate marketing, and creative execution. Coordinated compliance-driven brand consolidation across teams, enabling three-year NCQA accreditation renewal. Established marketing operations, directed website strategy, and developed AI-powered brand governance tools and employee training. Partnered with Product, Sales, and Client Success to support commercial initiatives.

Product Marketing Manager

Pager Health | Oct 2023 – Oct 2025

Led product positioning, messaging, go-to-market strategy, and launches from planning through execution. Partnered across Product, Sales, and Marketing to develop sales enablement materials, creative assets, and promotional programs, contributing to campaigns that generated up to 2× projected marketing-qualified leads (MQLs).

Senior Manager, UX Strategy & Design

Onlife Health / GuideWell | Jun 2020 – Oct 2023

Led a multidisciplinary UX team across two organizations while serving as Product Manager for a digital wellbeing platform. Directed its complete redesign and rebuild, established design operations, and introduced the organization's first formal usability testing program in under three months. Partnered with engineering and accessibility specialists to deliver a modern, user-centered experience that increased utilization by 14% and user satisfaction by 20%+.

Earlier Career | UX Design & Digital Development

GuideWell / Florida Blue and earlier organizations | 2000 – 2020

Built a foundation in user experience, interaction design, visual design, and front-end development, creating digital experiences that connect user needs with business objectives.