

Nick Crandell

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Digital experience and web optimization leader with 6+ years of experience managing digital platforms, analytics, customer journeys, and cross-functional initiatives. Experienced in using GA4, GTM, CMS platforms, business intelligence tools, and behavioral data to identify opportunities to improve website performance, engagement, and user experience. Proven ability to translate business needs into measurable digital improvements, manage complex web initiatives across internal and external teams, and communicate technical and performance insights to stakeholders.

Core Competencies: Web Optimization | Digital Experience Strategy | GA4 & GTM | Conversion & Funnel Analysis | KPI Development | CMS / DXP Management | SEO | Customer Journey Analysis | Experimentation & Testing | Cross-Functional Leadership | Project & Roadmap Management | Stakeholder Communication

PROFESSIONAL EXPERIENCE

Seattle Symphony Orchestra | *Digital Project Manager, CMS* Jan 2024 – Present

- Own digital experience and website operations across Seattle Symphony and Benaroya Hall properties, partnering with marketing, content, design, ticketing, IT, and external development teams to improve customer journeys and digital performance.
- Use GA4, Google Tag Manager, Search Console, and other digital measurement tools to analyze website behavior, acquisition, content performance, and customer journeys and inform optimization priorities.
- Lead analytics and measurement planning for a major website transformation, including KPI definition, conversion funnel measurement, behavioral analytics, data-layer requirements, and an experimentation-ready framework for future A/B testing.
- Reconfigured Google Search Console indexing and collaborated on SEO improvements to strengthen organic search visibility and improve discovery of high-value website content.
- Manage a concurrent roadmap of website enhancements, production issues, content initiatives, integrations, and vendor deliverables while balancing launch timelines, organizational priorities, and customer experience.
- Partner with stakeholders across departments to identify digital experience needs, recommend solutions, communicate findings, and build alignment among audiences with varying levels of technical expertise.
- Expanded cross-departmental adoption of digital services
- Lead response to business-critical digital incidents affecting transactions and customer access, coordinating internal stakeholders and external vendors through diagnosis, resolution, and follow-up improvements.

Seattle Symphony Orchestra | *Client Relations Manager* Aug 2022 – Jan 2024

- Managed digital customer experience initiatives supporting online products, transactions, and patron service across multiple platforms.
- Led deployment of an over-the-top streaming application, expanding digital access to Seattle Symphony content and supporting adoption of a new audience-facing product.

Dynafios, Inc | *Technical Account Manager* Jan 2020 – Jul 2022

- Managed technical client relationships, translating business and reporting needs into scalable platform and analytics solutions.
- Configured integration between the company's proprietary CRM and Metabase BI platform, enabling more accessible, data-driven client reporting.

Snoqualmie Falls Brewery & Restaurant | *Business Manager* May 2018 – Dec 2019

- Led business operations across front-of-house, back-of-house, and brewery functions, directly supervising three department managers and approximately 30 employees.
- Owned departmental budgeting, labor cost management, weekly cash flow, hiring, performance management, and operational planning.
- Led implementation of new website and ERP and POS systems from requirements gathering through deployment and adoption, partnering across departments to improve business processes and operational visibility.

EDUCATION

Bellevue College Spring 2025

Bachelor of Applied Science, Data Management and Analysis — Concentration: Business Intelligence

Associate of Applied Science, Accounting