

Dave Poortvliet, MS

Web Product & Digital Strategy Leader | Web Roadmap, CRO & Experimentation, SEO & AI Search Visibility, Analytics, Accessibility

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PROFESSIONAL SUMMARY

Web strategy and digital experience leader with 20+ years driving measurable growth for mission-driven organizations. I set web roadmap and vision, establish web governance and publishing standards across decentralized multi-site environments, lead large-scale redesigns and information architecture work, and build the analytics foundations that connect site activity to organizational outcomes. My practice spans technical and content SEO, conversion rate optimization and experimentation, usability testing and user research, and localization, and I align cross-functional stakeholders across marketing, design, and engineering around a prioritized roadmap. I treat AI answer engines as a distribution channel with its own requirements, auditing how sites surface in ChatGPT, Claude, Gemini, and Perplexity. Experienced managing multimillion-dollar budgets and distributed teams, with deep fluency in GA4, funnel and KPI reporting, and accessibility standards (WCAG 2.2).

CORE COMPETENCIES

Web Strategy, Roadmap & Prioritization · Digital Experience Strategy · Conversion Rate Optimization & Experimentation (A/B Testing) · Usability Testing, Heat Mapping & User Research · Web Analytics, Tag Management & Funnel Reporting (GA4, Tableau, Data Studio) · Technical & Content SEO · AI Search Visibility (GEO / AEO) & AI-Assisted Content Operations · Information Architecture, Taxonomy & Structured Data · Web Governance & Publishing Standards · CMS & Web Platform Architecture (WordPress) · Digital Asset Management (DAM) · Large-Scale Redesign & Platform Modernization · Localization & International Web · Accessibility (WCAG 2.2) · Cross-Functional Leadership & Executive Communication · Budget, Vendor, Agency & Contractor Management

PROFESSIONAL EXPERIENCE

Senior Website Manager Global Fishing Watch

Jan 2023 – Present

- Own web strategy and roadmap for the organization's WordPress-based flagship site, which has reached 1.35 million users and nearly 2 million sessions over three years, setting vision and prioritization across content and design to align each surface against audience and growth goals.
- Direct the external delivery bench against that roadmap: an ad placement agency and contractor, a contract web developer, and a digital asset management (DAM) manager, including scopes of work, budgets, and delivery against priorities.
- Grew active users 73% year over year, from 317,739 in 2024 to 550,236 in 2025, and built GA4-based dashboards to track funnel performance and inform prioritization calls.
- Built organic search into the site's single largest traffic source, delivering more than 447,000 active users over three years and peaking at 232,364 organic sessions in 2025.
- Drove 1.83 million key events including 14,813 sign-ups and 275,690 clicks into the interactive map, sustaining an engagement rate above 71% and 1.5 million sessions of 1.5 minutes or longer.
- Ran usability testing, heat maps, and user surveys that overturned the site's core navigation assumption: over 90% of users never see the homepage, arriving directly on editorial articles, and over 60% of those who do land on the homepage are only trying to reach the interactive map. Reorganized the site's navigation and information architecture on those findings, with new page templates in development that treat every article as a primary entry point rather than a step on a path.
- Extended the search practice into AI answer engines, applying structured data, clear entity definitions, and citation-oriented content so the site surfaces in ChatGPT, Claude, Gemini, and Perplexity responses, and introduced AI tooling across content and SEO operations with human editorial review as the gate.
- Led a multilingual redesign and localization program across international markets, cutting page load times 35% and improving engagement metrics 25%.
- Achieved WCAG 2.2 accessibility compliance, embedding accessibility and performance standards into the site's design and development process.

Associate Vice President, Web Development & Content Strategy

Jul 2022 – Jan 2023

Grand Valley State University

- Directed multi-channel digital strategy, an 8-person team, ad placement agencies, and a \$4M marketing budget through a full site overhaul, driving a 30% increase in conversions through SEO and CRO initiatives.
- Built KPI dashboards (Google Data Studio, Tableau) linking digital ad spend to enrollment outcomes, contributing to a 30% increase in applications and clearer ROI reporting for leadership.
- Synthesized data across Google Analytics, Slate CRM, and ad platforms into a unified measurement story for executive stakeholders.
- Built and led an internal team delivering scalable, high-craft digital experiences aligned to institutional growth goals.

Co-Founder

Jan 2022 – Present

Luck Dragon Games

- Co-founded a gaming startup, owning web strategy, product, marketing, and analytics for the company's debut title, TinyAttack.com (PHP/JavaScript, AWS).
- Grew and retained a player community through iterative, data-informed web and product experiments across Discord and web channels.

Associate Director, Web Application Development

Apr 2003 – Feb 2022

Grand Valley State University

- Led a cross-functional web development team, driving an 18% increase in new site visitors through experimentation, CRO, and content strategy, including record application volume in Q4 2020.
- Implemented Google Analytics and Tag Manager instrumentation across all university web properties, establishing the measurement foundation used to prioritize initiatives.
- Directed accessibility and compliance strategy (WCAG, GDPR, CAN-SPAM) across all university web properties and served as Inclusion Advocate for over a decade, championing equitable, accessible digital experiences.
- Built the university's first CMS and enterprise email marketing platform, establishing the publishing standards and web governance that let departments publish autonomously across a decentralized, multi-site university web environment.

Web Developer

May 2002 – Apr 2003

Grand Valley State University

- Hired as the university's first full-time web developer; built its inaugural CMS and converted paper-based workflows into online systems, presenting data-driven ROI analyses that secured team expansion.

ADDITIONAL EXPERIENCE

Owner / Entrepreneur / Developer, Trendy Pet (2002–2013)

Founded and operated an e-commerce venture from product development through global fulfillment. Featured on ABC's Extreme Home Makeover and Martha Stewart's Holiday Gift Guide.

Public Speaker, Freelance (2018–2021)

Presented on web usability and IoT topics at EduWeb, HighEdWeb, and the Great Lakes Software Excellence Conference.

Web Developer, iMart Corporation and AltaVista (1998–2002)

Built e-commerce and search-portal web properties in .NET and PHP.

CERTIFICATIONS

Google Analytics Academy · Business Analytics Science · PHP Certification · GVSU Graduate Certificate, Cybersecurity

EDUCATION

Master of Science, Computer and Information Systems Security

Grand Valley State University (2015–2019)

Bachelor of Science, Communications

Grand Valley State University (1994–1998)