



Ryan Krapf

Web Professional

Personal Statement

Data-driven digital strategist with over a decade of experience transforming web experiences across complex ecosystems, especially within the regulated financial services industry. Proven ability to lead website analytics and UX optimization initiatives, leveraging tools like GA4, GTM, and Looker Studio to extract actionable insights, guide A/B testing, and drive measurable engagement.

A good digital strategy is part science, part storytelling — and ideally, never boring. I'm just as comfortable debating which hex codes are easier on the eyes as I am defining minimum viable sample sizes to ensure statistical significance. I blend technical awareness with a creative mindset. My approach is security-conscious and always relationship-focused. I thrive when people value results and each other.

I work best in environments where people are sharp, supportive, and don't take themselves too seriously. I'm looking for a role that's purpose-driven and grounded in a positive culture where growth, learning, and a bit of laughter are all on the roadmap.

Contact Information

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Work Experience

Digital Content Manager, AVP — WSFS Bank — 2019 to Present

A multibillion-dollar financial services company headquartered in Philadelphia, PA.

- Primary duties centered on web content management within Sitecore.
- Secondary focus of managing a consumer marketing email strategy.
- Change technician, with a comprehensive focus on quality assurance, covering accessibility, performance, information security, and documentation.
- Maintained multiple workstreams through Basecamp, JIRA, Azure DevOps & Lytho.

Notable Accomplishments

- Replatforming our 1000+ page website, which included a salesforce integration.
- Major overhaul of web measurement, moving to Google Analytics 4 in 2023.
- Overseeing a 77% increase in site traffic to main website over a 5 year period.
- Implementation of a cookie consent manager, adhering to compliance regulation.

Web Developer — Catalyst Visuals — 2014 to 2018

An established web, video, & print design agency on the riverfront of Wilmington, DE.

- Utilized HTML5, CSS3, PHP, & Adobe Creative Cloud to build WordPress websites.
- Tested website code rigorously to improve load speed and mobile responsiveness.
- Communicated effectively with clients to translate ideas into functional experiences.
- Understood deadlines & prioritization, having managed over 100 website projects.

Graphic Designer — Simple Global — 2013 to 2014

A start-up headquartered in Wilmington, DE with a focus on international shipping.

Higher Education

2019 — M.S. in Information Systems Technology — Wilmington University

2017 — B.S. in Multimedia Design — Wilmington University

2013 — A.A.S. in Media Design — Delaware Technical & Community College

Academic Accolades

- 2017, Induction to Delta Epsilon Rho Honor Society
- 2014 and 2015, First-Prize Winner of ECRB Best-Built Website Competition

Skills & Expertise

- Google Tag Manager, Analytics, and Looker Studio
- Adobe Illustrator and image compression (TinyPNG)
- Scripted website stress testing (LoadForge)
- Content Management using Sitecore and WordPress
- Lead entry and tracking through a CRM (Salesforce)
- KPI Tracking and goal-based notifications
- Technical SEO and local listings management (Yext)
- Comfortability presenting to SVP stakeholders
- Automating and analyzing user behaviors (Clarity)
- Creating engaging web animations (GSAP)
- Finding ways to get the best out of those around me