

LESLIE DICHARA

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Digital Experience Leader

Digital Experience Strategy | Content & Platform Optimization | Enterprise Revenue Growth

Strategic Digital Experience Leader with 20+ years driving measurable impact across B2B, B2C, and SaaS. Delivered \$120M+ in revenue impact, 138K+ leads, and millions of high-converting interactions through enterprise content strategy and web operations at scale. Deep expertise in CMS platforms (Contentful, Drupal, WordPress), localization, personalization, and AI-driven optimization, with working knowledge of SEO and CRO. Skilled at leading cross-functional programs across product, engineering, UX, and marketing — building governance frameworks and data-driven programs that deliver sustained growth.

CORE COMPETENCIES

Digital Experience Strategy & Ownership | CMS Platforms (Contentful, Drupal, WordPress) | Website Operations & Process Optimization | Localization & Personalization at Scale | Cross-Functional Program Leadership | Data-Driven Decision Making & Analytics | AI-Driven Content Optimization | User Experience (UX) Strategy | Agile / SDLC Execution | Technical Integrations & Governance | Conversion Optimization (CRO) & A/B Testing | SEO Fundamentals

CAREER HIGHLIGHTS & ACCOMPLISHMENTS

- Contributed to \$120M+ in revenue impact across Home Services digital programs at The Home Depot — 3.7M+ visits and 138K+ leads — by supporting content strategy and conversion optimization across high-traffic installation program pages.
- Increased website conversion rates from 1.1% to 4.2% by aligning user journeys, content strategy, and performance optimization across key digital properties.
- Expanded conversions by 63% by implementing persona-driven digital experiences aligned to user behavior, data insights, and business objectives.
- Delivered category-level digital programs across Bath Remodel and Window Treatments generating 1.3M+ combined visits and 60K+ leads at a blended 4.6% conversion rate.

PROFESSIONAL EXPERIENCE

THE HOME DEPOT (via Synergis), Atlanta, GA (Remote)

2023 – Present

Senior Contentful Strategist & Digital Experience Lead

- Partner with the Home Services team on Contentful CMS strategy and operations across homedepot.com/services — a high-traffic home services digital destination in the U.S. — supporting accuracy, scalability, and publishing governance at scale.
- Define and execute desktop and mobile content strategies with product, marketing, and engineering — tied to lead generation, conversion, and revenue goals across Home Services.
- Shape content strategy and on-site personalization by analyzing customer interaction patterns and behavioral data across digital touchpoints.
- Build content governance frameworks, standardized workflows, and documentation that improve publishing efficiency, consistency, and quality control across a large-scale CMS.
- Drive conversion improvements through content alignment with journey mapping, A/B testing, and UX optimization across mobile and desktop.
- Manage Service Connect content operations — maintaining provider accuracy and readiness for hundreds of active providers across markets, coordinating with merchants, platform partners, and service teams.
- Owned the coordination, implementation, and execution of the Hunter Douglas window treatments co-branded program page — adopted as the category's standard template, earning leadership visibility and stakeholder recognition.

Website Manager

- Managed a team of two contractors — overseeing day-to-day work allocation, deliverables, quality review, and cross-functional coordination across front-end development and publishing.
- Directed full lifecycle management of the corporate marketing website, owning strategy, architecture, content, performance, and UX alignment with brand standards and evolving business priorities.
- Owned end-to-end content operations in Contentful, maintaining version control, publishing accuracy, and deployment governance across all site updates and releases.

ALFRESCO SOFTWARE / HYLAND SOFTWARE, Maidenhead, UK (Remote) 2014 – 2021

Progressive advancement from Web Content Manager to Technical Program Manager

Promoted through three roles over seven years; company subsequently acquired by Hyland Software

Technical Program Manager (2020 – 2021)

- Led global digital and platform initiatives, owning end-to-end program delivery across web and software environments with full accountability for scope, timeline, and quality.
- Defined business requirements, KPIs, and user needs; translated into technical requirements, execution roadmaps, and cross-functional alignment across product, engineering, UX, marketing, and external partners.
- Managed vendor relationships, program budgets, and risk mitigation across concurrent initiatives, ensuring controlled execution and successful outcomes.
- Facilitated Agile delivery through sprint planning, backlog prioritization, and governance to maintain consistent release cadence and on-time delivery.

Program Manager (2016 – 2020)

- Managed global digital experience initiatives supporting client-facing web platforms, partnering with UX, design, and engineering to deliver user-centered solutions on time and on budget.
- Developed/optimized website content strategy, user journeys and business objectives across international markets.
- Led a seven-language website localization program across international markets, lifting global engagement 50% through coordinated regional content strategy and translation workflows.
- Executed Agile project management across full lifecycles, from planning through launch and continuous iteration.

Web Content Manager (2014 – 2016)

- Managed website content strategy, publishing operations, and governance across CMS platforms (Drupal and WordPress), including HTML/CSS content publishing and SEO implementation.
- Scrum Master and Jira administrator – managed workflow, team prioritization, and Agile process adoption.

EARLIER EXPERIENCE:

Web Content Manager – Synapse Group, Stamford, CT

Interface Developer / Senior Interface Developer – Gartner, Stamford, CT

Internet Developer – ThinkDirectMarketing.com, Stamford, CT

Founder & Publisher – DiChiara Designs (Amazon KDP) | Independent self-publishing business: content strategy, manuscript development, cover design direction, and end-to-end publishing and distribution operations across multiple titles

EDUCATION | CERTIFICATIONS | TRAINING

Business Certification | Katharine Gibbs College

Certified Scrum Master (CSM) + Agile Transformation | Project Management Boot Camp, UCSD | Contentful Verified Skill Badge: Personalizing Experiences (2026) | AI Tooling: Claude 101 & Claude Cowork – Anthropic (2026), Microsoft 365 Copilot

TECHNICAL SKILLS

Contentful CMS | Drupal (Acquia) | WordPress | Smartling | Jira | HTML/CSS | Amazon Web Services (AWS) | Google Analytics | Google Tag Manager