

Kenn Robinette

Senior Web Content Manager | Enterprise Websites & Governance

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Professional Summary

Senior Web Content Manager with enterprise ownership of large, regulated websites. Final decision-maker for content strategy, governance, accessibility (WCAG), and on-page experience across multiple business lines. Trusted partner to Marketing, UX, Development, Legal, and Compliance to balance conversion performance, regulatory accuracy, and risk mitigation. Proven record of improving digital acquisition and operational efficiency without slowing delivery.

Professional Experience

Senior Web Content Manager, Enterprise Websites, BOK Financial, Remote, Oct 2019 – Jan 2026

Owned content strategy, governance, and on-page experience for 2,000+ pages across a highly regulated financial services website, spanning multiple business lines.

- Accountable for day-to-day and long-term web content decisions with KPIs for accuracy, accessibility, conversion performance, and regulatory risk.
- Defined and maintained content governance standards with Legal and Compliance, including review workflows and publishing controls that reduced risk.
- Improved qualified organic traffic by 27% by prioritizing technical and on-page content changes tied to user intent and business goals, rather than isolated SEO tactics.
- Led content and UX changes on high-value acquisition pages, contributing to an 18% increase in digital account openings while operating within regulatory and brand constraints.
- Took ownership of WCAG-aligned accessibility implementation, improving compliance metrics by 35% and making accessibility a standard part of ongoing content workflow.
- Acted as the final content decision-maker for cross-functional teams, resolving trade-offs between marketing goals, development capacity, and compliance requirements.

E-commerce and Regional Web Manager, Navico, Tulsa, OK, Apr 2014 – Jul 2019

- Owned website content and on-page experience for regional and international brand sites, with responsibility for product accuracy, discoverability, and conversion performance across multiple markets.
- Directed product content toward high-impact launches and categories, shifting effort away from low-performing pages to better align with revenue and engagement goals.
- Drove a 30% increase in organic traffic by prioritizing structural and content improvements that aligned product content with real customer search behavior, not short-term optimization tactics.

- Contributed \$250K in new revenue within six months by leading targeted product content initiatives tied directly to merchandising priorities and launch timelines.
- Partnered closely with UX and Creative to introduce 360-degree product imagery, improving landing-page engagement by 61% and reducing friction in the purchase decision.

Director of Search Marketing, BlueView Agency, Tulsa, OK, Aug 2011 – Apr 2014

- Led search strategy across 20+ client websites, building a foundation in performance-driven content, analytics, and cross-functional delivery.
- Reported on and improved campaign ROI ($\approx 20\%$) using analytics-driven insights, establishing a data-oriented approach carried into enterprise web leadership roles.

Core Competencies

- Enterprise Web Content Ownership
- Content Strategy & Governance
- Regulated Content Publishing (Financial Services)
- Accessibility Compliance (WCAG)
- Conversion-Focused Content Strategy
- Stakeholder & Cross-Functional Leadership
- Risk Mitigation & Content Accuracy
- Website Optimization & Continuous Improvement

Platforms, Analytics & Accessibility

- Sitecore XP / Sitecore AI
- Google Analytics, Search Console, Looker Studio
- WCAG-Aligned Content Audits & Publishing Standards
- Conversion & Search Performance Optimization

Education

B.S. International Economics, Minor in German — Texas Tech University

Certifications

- Part 107 UAS Pilot