

# Lucas R. Stahl

Senior Developer Marketing Manager & Web Developer

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📁 [notion.site/portfolio](https://notion.site/portfolio)

Motivated professional with seventeen plus years of experience in digital marketing, business development and front-end programming. Skilled in managing projects from concept to completion, designing educational strategies and coaching individuals to success. Adaptable leader with an ability to work independently, creating effective presentations, and developing opportunities that further establish organizational goals. Passionate about helping developers build a better web.

## Technical Skills

Certified Developer  
HTML/CSS  
JavaScript (Node, React, jQuery)  
SQL (MySQL, MongoDB)

Google Analytics  
Adobe (InDesign, Photoshop, Premiere)  
Social Media  
Content Management Systems

## PROFESSIONAL EXPERIENCE

**Contentful** | Remote

March 2021 – Present

*Senior Developer Marketing Manager, Developer Relations Manager*

- Built the developer marketing program from the ground up, focused on community-led and product-led growth.
- Managed a team of 4 developer advocates.
- Executed developer acquisition campaigns that resulted in 67% signup growth and increased activation rate by 16% year-over-year in 2022.
- Improved developer discoverability through search engine optimization, keyword research and paid search.
- Managed developer pathways to the product via website and educational material, aimed at enhancing the developer portal and documentation.
- Led the developer strategy for technical content – blogs, knowledgebase articles and starters, contributing to 14% organic growth year-over-year in 2022.

**HERE Technologies** | Chicago, IL/Remote

November 2018 – March 2021

*Developer Marketing Manager*

- Executed scalable campaigns to drive growth in adoption of tools and APIs.
- Achieved 27% growth year-over-year in 2019.
- Managed strategic marketing growth initiatives for developers.
- Global campaign management for self-serve and paid plans driving developer growth.
- Implemented developer driven email campaigns and monthly developer newsletters.
- Directed input from key partners into marketing programs and integrated multi-channel campaigns (e.g., events, email, paid search, paid social, display, retargeting and content marketing).
- Website and content optimization, SEO strategy and CMS management of developer portal.

**Northwestern Medicine** | Chicago, IL

April 2012 – November 2018

*Senior Marketing Specialist*

- Managed both paid and organic social media tactics with high conversion success.
- Digital marketing lead for entire north region, focused on email marketing, web content/auditing and SEO.

**Odyssey Hospice Care** | Arlington Heights, IL | *Account Executive*

November 2010 – April 2012

**Vitas Innovative Hospice Care** | Chicago, IL | *Sales Representative*

August 2009 – November 2010

**Physiotherapy Associates** | Chicago, IL | *Marketing Manager*

December 2005 – August 2009

## EDUCATION

Certificate in Full Stack Web Development | *Northwestern University*

2017 - 2018

Master of Arts in Communications: New Media and Marketing | *Southern New Hampshire University*

2014 - 2017

Bachelor of Science in Communications and Media Studies | *Illinois State University*

2001 - 2006