

Jeff Martin | Full Stack Developer

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Voracious life-long learner who is passionate about making team and organizational level impact. Driven by challenge yet cognizant of the need to compromise on requirements. Proven talent for producing results while embracing the challenges of working with cross-functional teams. Passionate and experienced leader familiar with high-level operational needs, willing and able to follow the experts.

Skills

Languages & Frameworks

JavaScript
Node
Express
PHP
Python
Django

Databases

MongoDB
PostgreSQL
MySQL

Front-End

React
HTML
CSS
Bootstrap
Photoshop
Illustrator
InDesign

CMSs

Infusionsoft
Salesforce
Campaigner

Marketing Technologies

Google Tag Manager
Tealium iQ
Audience Stream
Unbounce
Google AdWords
Bing Ads
Google Analytics

Relevant Experience

eLocal, Philadelphia, PA, May 2021 - Apr 2022

Senior Media Buyer

- Designed and managed deployment of a holistic marketing ecosystem bridging online and offline datasets, utilizing and normalizing multiple APIs, leading to a significant increase in data accuracy and availability.
- Designed and deployed a cross-functional digital campaign spin-up and launch process resulting in a decrease of go-to-market turn-around from 3-4 weeks to 1 week.
- Coordinated with the developers to design, build and launch online assets in support of new campaigns.

Turnkey Systems, San Diego, CA, Jan 2020 – May 2021

Senior Marketing Manager/Development Lead

- Designed, executed, and managed all marketing automation integrations - leading to a significant decrease in campaign launch times.
- Managed team of 2 front end and 1 back developers, ensuring sprints were completed as scoped, or communicated otherwise - leading to a 20% increase in per-sprint ticket resolutions.
- Administered the ticketing platform, Jira, and liaised between the development department and other business units.
- Led peer code review sessions - while not being the subject matter expert - in PHP, HTML, CSS, MySQL.
- Monitored site performance, optimization, and was the first point of contact for all development related issues.

JM Consulting, San Diego, CA, Jan 2019 – Jan 2020

Senior Director

- Consulted on and created digital marketing plans for small businesses.
- Created digital marketing campaigns for businesses centered around ROI increases and greater market awareness.
- Consulted businesses on marketing analytics software selection and implementation, enabling them to select the most cost-effective and efficient solutions.
- Optimized existing digital marketing efforts, improving ROI and retention rates.
- Created Content Marketing plans and calendars, to drive additional new traffic and build audiences.

101domain, Vista, CA, April 2012 – December 2018

Director of Marketing

- Directed ground-up marketing department growth; utilizing Zip-recruiter, Indeed, and Craigslist - building a team of high-performing marketers.
- Achieved annual revenue growth from \$900k to \$15M, culminating in 2016 sale.
- Retained post-acquisition to continue growth; sustained 20% YOY growth through digital properties.
- Developed and implemented marketing automation initiatives across the customer lifecycle, including Lead Nurture, Abandoned Cart, On-Boarding, and Customer Experience/Retention.
- Sourced, negotiated, and partnered with multiple SAAS marketing technology providers.
- Coordinated the activities of the development team during software integrations.
- Implemented advanced analytics systems to track all digital touch points and enable granular campaign performance analysis.
- Collaborated with Sales & Operations teams to develop and evolve email communication and marketing strategies; implemented 20+ email campaigns per month on average in 2017; enhanced marketing emails with tracking and behavior analysis tools.
- Re-branded and standardized all customer-facing communications; aligned messaging across all customer touch points to increase engagement/adoption and minimize communications fatigue.

Education and Credentials

Business Management; *Indiana University of Pennsylvania – Indiana, PA*
Software Engineering; *General Assembly - Austin, Tx*