

# Thomas Orthbandt

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**SUMMARY** Front-End Website Manager Developer, bringing together UI design for a better web experience. Collaborate with engineering, project managers, product managers, marketing, sales, content owners, and designers to help create great web experiences using the latest web technologies.

## TECHNICAL SKILLS

WEB DEV LANGUAGES  
REPOSITORIES  
CONTENT MGMT SYS (CMS)  
PROJECT MGMT  
AUTOMATION & CRM  
GRAPHICS & ANIMATION  
A/B TESTING  
EMAIL  
WEB ANALYTICS

HTML, SCSS, JS/jQuery, Responsive, PHP/Twig  
Github, CodePen, JSFiddle  
WordPress, Adobe AEM, TeamSite  
Agile Project Management (APM)  
Acoustic, Marketo, Pardot, ExactTarget  
SVG, CSS3, jQuery, Photoshop & Figma  
Google Optimize, Optimizely  
Litmus, Email-on-Acid, Vector Markup (VML)  
Google Analytics, Tag Manager, Event Tracking

## CAREER HIGHLIGHTS

**CLOROX**, Oakland, CA (Remote)

July 2021 – Present

### Front-End Engineer & Email Developer

#### Responsibilities:

- Front-end: Build and manage **Clorox** websites brands (Clorox, HiddenValleyRanch, Kingsford, Glad)
- Emails: **Build** emails using Stensul, **Test** using Litmus, **Deliver** using Acoustic
- Repository: Using **GitHub** and **Git** to maintain content control and Peer Review
- Project Manage: Using **JIRA** to manage tasks and to assign and prioritize projects
- CMS: **WordPress** content management using Timber Twig, JS and SCSS
- SEO: Weekly search meetings to improve organic rankings, review best practices, optimize, and report key metrics
- Testing: A/B test, Heatmap, QA and Web optimization
- Partnerships: Marketing, Content, Design, QA, and Engineering to improve web presence, run campaigns, and increase efficiencies across teams
- Communication: **MS Teams** and **JIRA** to communicate and manage projects
- Technologies: **HTML5, SCSS, JS, Lando/GitHub/Docker, VML**

**CAREER  
HIGHLIGHTS  
(continued)**

**HIREVUE**, Salt Lake City, UT (Remote)

Feb 2020 – July 2021

**Corporate Website Marketing Manager**

**Responsibilities:**

- Manage: **hirevue.com** web presence with a focus on **SEO, SEM, Lead Generation, Web Personalization, Web Development** and **Analytics**
- Cross-functional: Work closely with Marketing, Sales, Product and Engineering
- Metrics: Own web metric goals, conversions and goal completions with **SFDC**
- Web Mechanics: Manage website infrastructure, data analysis, & troubleshooting
- Testing: A/B test (G-Optimize), Heatmap, QA and Web optimization
- Personalization: **ABM 6Sense, Google Optimize**, and **Marketo Personalization**
- Project Manage: Run weekly Asana tasks to review, assign, and prioritize projects; review efficiency & quality, and hit target dates
- CMS: **WordPress** content management using Timber Twig, JS and SCSS
- SEO: Weekly search meetings to improve organic rankings, review best practices, optimize, and report key metrics
- Partnerships: Marketing, Content, Design, QA, and Engineering to improve web presence, run campaigns, and increase efficiencies across teams
- Communication: **Slack** and **Asana** to communicate and manage projects
- Technologies: **HTML, SCSS, PHP, and JS/jQuery/ReactJS**

**AKAMAI**, Santa Clara, CA

Nov 2017 – Feb 2020

**Senior Automation Frontend Developer**

**Responsibilities:**

- Manage: Define, created and lead all demand generation projects
- Cross-Functional: Worked closely with Marketing, Sales, Product and Web teams
- Dynamics Web Pages: Reduced 10 localized pages into a single page
- Dynamic Emails: Created language and country segmentation dynamically
- Created Modular Emails: Reduced 10 email templates into 1-single email template
- Platforms: **Marketo, SDL Tridion**, and **SFDC**.
- Testing: **Email-on-Acid** for mobile/desktop design for optimal performance
- User Experience: **Personalization, Progressive profiling & A/B testing**
- Languages to know: **HTML, SCSS, JS/jQuery, Bootstrap** and **VML**

**NOMINUM**, Redwood Shores, CA (*acquired by Akamai*)

May 2016 – Nov 2017

**Corporate Website Manager**

**Responsibilities:**

- Manage: Nominum.com website/lead generation development, SEO, ABM, A/B Testing, Web analytics, Internet trends/Best Practices, Website optimization, etc.
- Cross-Functional: Worked closely with business and technology teams
- CMS: **WordPress** including plugin & custom development
- Web Security: **Akamai Kona Site Defender, IPv6** and **SSL certification**
- SEO: Keyword optimization and best practices
- Analytics: **Google Analytics** and **Google Tag Manager**
- Account Based Marketing (ABM): Increased website traffic and form fills
- Lead Generation: **Pardot** and **Marketo** Emails and form development
- Languages: **PHP, JS/jQuery, CSS/SASS, HTML5, & Photoshop/Sketch**

## CAREER HIGHLIGHTS (continued)

**XERO**, San Francisco, CA

Aug 2014 – May 2016

### Senior Frontend Developer

#### Responsibilities:

- Manage: Web pages for xero.com and **Marketo** emails
- Goals: Contributed US market sales goals by increasing **web traffic by 34%** and increase leads via **SEO, Affiliates, Backlinking, Social, and ABM**
- Mobile App: Helped launch mobile app - **Xero Touch** app
- Repository: **GitHub** and **Git** to maintain content control and Peer Review
- Partnerships: Partnered with Design & Copywriters to deliver polished Webpages
- Languages: **HTML5, SASS, JS/jQuery, SVG, Grunt/GIT, and Photoshop/Sketch**

**INTUIT**, Mountain View, CA

Dec 2012 – Aug 2014

### Senior Web Developer for QuickBooks Online (QBO)

#### Responsibilities:

- Manage: All QBO lead generation, A/B testing (**SiteSpect**)
- Development: Led front-end web development, prototyping, regular maintenance (QBO), ATG platform, Eclipse IDE and Perforce Version Control
- Languages: **HTML5, CSS3 (SASS), JS (jQuery), Java (JSP), and Photoshop**

**ATMEL**, San Jose, CA (Acquired by MicroChip)

Dec 2009 – Dec 2012

### Senior Web Developer

#### Responsibilities:

- Manage: website redesign and re-architect web structure
- Development: Developed modularizing structure, component, schema-based
- Emails: Directed email development and deployment
- CMS: Implemented SDL Tridion (migrated 25k pages)
- Languages: **HTML5, CSS3, JS (jQuery), XML/SXLT and Photoshop**

## EDUCATION

**Bachelor of Science**, International Business (Minor in German & European Business)  
**SAN DIEGO STATE UNIVERSITY**, San Diego, CA.

**1-Year International Studies**, International Business  
**HUMBOLDT UNIVERSITÄT**, Berlin, Germany