

Thomas Faddegon - Website Manager

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Hello! I am a dedicated website manager with a proven track record of using full-stack development, content strategy, user-centric design, and data analysis to enhance digital platforms and achieve business goals. With over 10 years of experience building and optimizing websites, my work has led to significant improvements in traffic, user engagement, conversion rates, and overall business growth. My holistic approach blends an empathetic and intuitive understanding of user behavior with robust analytical insights, and I am eager to help your team craft solutions grounded in user needs and refined with data-driven strategies.

Skills

Web Development: HTML/CSS/JavaScript, TypeScript, React, Next.js, Webflow, WordPress, AWS

Digital Marketing: SEO, content strategy, conversion rate optimization, email marketing, HubSpot, PPC

Data & Analytics: Google Analytics, funnel optimization, A/B testing, data analysis and visualization, Python

UX/UI Design: Research and strategy, page design and optimization, user testing, Figma, wireframing

Professional Experience

Website Manager / Web Developer – Distractive

2024 - Present

- Maintained and optimized a scalable Sanity-powered headless CMS for a 600+ page enterprise site (polkadot.com) using Next.js, Typescript, React, and Vercel. Supported design and content teams with features and custom components while fixing front- and back-end bugs to ensure stability and performance.
- Conducted a technical SEO audit using Ahrefs, improving site health score from 68 to 97, and performed in-depth keyword research with SEMrush to drive content strategy, resulting in a 30% increase in organic traffic.
- Improved Core Web Vitals sitewide, boosting scores from 60–70 to 95–100 by optimizing images, implementing efficient lazy loading, and minimizing layout shifts, reducing page load times by 50%.

Website Manager / Web Developer – The Luminary Agency

2020 - 2024

- Developed responsive web interfaces using WordPress, Webflow, Squarespace, and HTML/CSS/JavaScript.
- Led a team in migrating from WordPress to Webflow to enhance design and functionality, which increased site speed by 50%, reduced bounce rates by 5%, and increased conversions by 25%.
- Designed and implemented a product and marketing strategy that grew user traffic from 1,000 to 25,000 monthly and expanded the client email list from 2,000 to 23,000.

Director of Digital Content and Marketing – Cruiseline.com

2018 - 2020

- Led multi-dimensional marketing optimization across display, PPC, email, and SEO, increasing revenue by 25%.
- Implemented UX/UI enhancements with A/B testing, recordings, and heatmaps, increasing conversions by 30%.
- Collaborated with engineers to build a site display ad network, generating \$100K+ in display advertising.

Inbound Marketing and Content Strategy – Cruiseline.com

2015 - 2018

- Led an SEO and email automation campaign which led to a 900% increase in site traffic.
- Managed weekly analytics, leveraging insights to optimize content and marketing strategies.

Education

Galvanize: Hack Reactor | Advanced Software Engineering Immersive Program

SUNY New Paltz | BA & MA in English, minored in Philosophy, Political Science, and Religious Studies.