

# Todd Croak-Falen

# MarTech Developer

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## Summary

Creative front end developer who enjoys concentrating deeply on large projects. Strong logical, artistic, and empathetic skill set. Published author who has designed own website and email list.

## Experience

### MarTech: Analyst II, Programmer, App Developer | Princess Cruise Lines | Santa Clarita, CA | 2019 – Present

- Implements analytics tracking and third-party marketing tags via Adobe Launch. (Migrated from DTM.)
- Writes Confluence specs for MarTech architecture & implementation.
- ObservePoint Certified Professional. Programs and monitors audits & user journeys for Princess.com.
- Programs A/B tests in Adobe Target.
- Monitors Princess.com for marketing tag errors via App Dynamics.

### UI/UX Designer | fusionZONE Automotive, LLC | Pacific Palisades, CA | 2018 – 2019

- Designed and coded mobile-first web pages for Acura, BMW, Chrysler, Chevrolet, Dodge, Harley-Davidson, Honda, Hyundai, Jeep, Kia, Nissan, Ram, and Toyota dealerships nationwide.
- Observed compliance guidelines for all brands, and web UX and SEO best practices.
- Created Adobe XD wireframes, mockups, and prototypes.
- Worked with implementation managers, client services, backend development, and graphic design teams to deliver quality projects on time.

### Frontend/UI Developer | TCF Web Design | Los Angeles, CA | 2016 – 2019

- Created Adobe XD wireframes, mockups, and prototypes. Coded mobile-responsive websites.
- The North Face: Coded user interface for iPad kiosks in The North Face retail stores.
- Starbucks: Created Intuiface prototype with APIs for *The New York Times*, MTA schedule, and weather.

## Education

The Coding Boot Camp at UCLA Extension | Los Angeles, CA

Chapman University | BFA Film Production | Orange, CA

## Skills

JavaScript, Adobe Launch, HTML5, CSS3, Bootstrap, Foundation, Adobe XD, Photoshop, jQuery, JIRA, Confluence, BEM, Atomic Design. Google Ads & Google Analytics certified.

## Interests

JavaScript, HTML5, CSS3, Udemy courses, creative writing, reading fiction and nonfiction, hiking, filmmaking, cycling, personal finance, investing, chess, sensory deprivation tanks, Krav Maga.