Todd Croak-Falen

MarTech Developer

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|------------------------------------|---------------------------|-------------------------------------|
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Summary

Creative MarTech / 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

Web Analytics Frontend Developer | Norwegian Cruise Line Holdings | Remote | 2024 - Present

- Adobe Launch: Assists with migration from Tealium to Adobe Launch.
- AEP: Assists with schema architecture and CJA planning.
- ObservePoint Certified Professional. Programs and monitors audits & journeys for the NCLH brands.

MarTech Frontend Developer | Princess Cruise Lines | Santa Clarita, CA | 2019 – 2024

- Adobe Launch: Implemented Analytics tracking and third-party marketing pixels.
- AEP: Designed schema architecture and implemented Web SDK tracking.
- Confluence: Designed MarTech tracking architecture and wrote technical specs for cross-team implementation.
- ObservePoint Certified Professional. Programmed and monitored audits & journeys for Princess.com.
- OneTrust: Implemented updates. Programmed user consent conditions into Adobe tracking rules.

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.

Education

The Coding Boot Camp at UCLA Extension | Los Angeles, CA Chapman University | BFA Film Production | Orange, CA

Skills

JavaScript, Adobe Launch, HTML, CSS, Confluence, JIRA, Bitbucket, Git, GitHub, OneTrust, Bootstrap, Foundation, Adobe XD, BEM.

Interests

JavaScript, HTML, CSS, Udemy courses, creative writing, reading fiction and nonfiction, bodyweight exercises, electronic music, hiking, video games, personal finance, chess, sensory deprivation tanks, Krav Maga.