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SUMMARY I am a skilled and experienced **Website Project Manager** and **Front-end Developer**. I am highly proficient in HTML, CSS, JS, PHP and other relevant programming languages. I am adept at development on many large scale content management systems (CMS), implementing SEO, web optimization and executing digital marketing strategies to drive website conversions.

TECHNICAL SKILLS

Programming Languages

HTML5, CSS3/SASS, Vanilla JS, React.js, PHP
(All Responsive web design - Mobile First)

Content Mgmt (CMS)

WP, Drupal, Adobe AEM, Sitecore, SDL Tridion

Analytics

Google Analytics (GA4), Google Tag Manager

SEO

SEMRush, MS Clarity, BrightView, HotJar

Conversion Rate Opt.

Google Optimize, Optimizely, Adobe Target

Project Management

Agile Project Management (APM)

Automation & CRM

Marketo, Iterable, Acoustic, Pardot, Hubspot

Graphics & Animation

Figma, Photoshop, Sketch, SVG, CSS3

Acceptance Testing

SiteSpeed Insights, BrowserStack, AXE

Email

Litmus, Email-on-Acid, Vector Markup (VML)

My Repositories

GitHub, CodePen, JSFiddle

CAREER HIGHLIGHTS

West Coast University, Irvine, CA (Remote – Contract)

Sept 2022 – Present

Sr. Website Project Manager

Responsibilities:

- **Project managed** all WCU.edu web activities, including full migration to WordPress (WP)
- **Content Writing** for Website updates, strategized with Marketing and Customer Team
- **Led UX and rebranding** of WCU.edu as part of WP migration project
- **Ran UAT** for navigation redesign and online application process
- **Created CRO A/B tests**, developed hypothesis, using HTML, CSS, JS
- **Project Managed** all **CRO tests**, ran Analytics on winners/losers and updated website
- **Increased Web Performance** for both Mobile and Desktop from **62% to 93%**
- **Increased Acceptance** testing for ADA compliance by adding titles and updated labels
- **Optimized GTM** tags, triggers, & variables to better evaluate GA UA sessions & GA4 events
- **Increased GA** conversions higher ranking SEO and CRO tests **by 33%** over 6-months
- **Increase Organic SEO** traffic by **28.32%** over past 6-months
- **Increased Non-branded** clicks to **81.08%** from prior year
- **Led targeted Demand Gen.** efforts and increased Online application engagement by **35%**
- **Project Managed** all outside Agency engagements and SOW agreements
- **Documented** web best practices and created user guides
- **Web development** of new pages, created online Forms, website maintenance and emails
- **Technologies:** HTML5, CSS3, Vanilla JS, PHP, Azure, GitHub, VML

**CAREER
HIGHLIGHTS
(continued)**

CLOROX, Oakland, CA (Remote - Contract)

July 2021 – Sept 2022

Front-End Engineer & Email Developer

Responsibilities:

- **Developed** interactive Hidden Valley Lucky Draw recipe game
- **Lead Developer** for creating landing pages for Clorox, Glad, Kingsford, and Brita
- **Developed** email templates - Clorox Pro, Hidden Valley, Glad, Kingsford, and FreshSteps
- **Tested** all email templates with Litmus and verified MS Outlook emails using VML
- **Used GitHub** for Peer-Reviews and git commands for branching and commits
- **Project managed** all projects and tasks through **JIRA** and captured time using **Workforce**
- **WordPress** for all sites, using **Timber** and **ACF**, hosted on **Pantheon**
- **Developed CRO** tests with **Optimizely**
- **Ran HotJar** reports for **heat mapping** and **site engagement**
- **Ran UAT, QA, Web optimization**, and **ADA** compliance tests
- **Technologies:** HTML5, SCSS, Vanilla JS, PHP, Timber, GitHub/Docker, VML

HIREVUE, Salt Lake City, UT (Remote)

Feb 2020 – July 2021

Corporate Website Marketing Manager

Responsibilities:

- **Website increased** online sales over **\$21 million** in new revenue with solid lead generation efforts, increase Organic Search efforts and full site redesign between 2020 / 2021
- **Project Managed** hirevue.com site, development, maintenance, blog, analytics, SEO, Demand Gen. (Marketo), security & ABM personalization (6sense)
- **Led UX & rebranding** of hirevue.com, I was lead PM for outside Agency Xivic
- **Led UX** for new Blogging redesign using UserTesting with recruiters and candidates
- **Created NEW Hirevue** WordPress Theme in 2020
- **Migrated** from WPEngine to AWS in 2020
- **Developed** Headless API using React.js in 2020
- **Created re-usable** Microsite in 2020
- **Created a ROI Calculator** in 2021
- **Created documentation guides** and **best practices** for Marketing team to use
- **Project Manage** weekly **Asana** tasks to review, assign, and prioritize projects
- **Ran personalization** using ABM 6Sense, Optimizely, and Marketo Personalization
- **Collaboration** with Marketing, Sales, Product, and Engineering
- **Communication** via **Slack** and **Asana** to communicate and manage projects
- **Technologies:** HTML, SCSS, JS/jQuery, React, PHP, Timber

NOMINUM/AKAMAI, Redwood Shores, CA

May 2016 – Feb 2020

Corporate Website Project Manager

Responsibilities:

- **Manage:** Nominum.com website/lead generation development, SEO, ABM, A/B Testing, Web analytics, Internet trends/Best Practices, and Website optimization
- **Cross-Functional:** Worked closely with Marketing, Sales, Product and Technical teams
- **CMS: WordPress (Nominum), SDL Tridion (Akamai)** - 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** for pixel tracking integration
- **Account Based Marketing (ABM):** Increased website traffic and form fills
- **Lead Generation: Pardot and Marketo** Emails and form development
- **Technologies:** PHP, SCSS, JS/jQuery, HTML5, Photoshop/Sketch

**CAREER
HIGHLIGHTS
(continued)**

XERO, San Francisco, CA
Senior Frontend Developer

Aug 2014 – May 2016

Responsibilities:

- **Manage:** Web pages for xero.com and **Marketo** emails
- **Mobile App:** Helped launch mobile app - **Xero Touch** app
- **CMS:** **Umbraco** and migrated to **Adobe AEM**
- **Repository:** **GitHub** and **git** to maintain content control and Peer Review
- **Lead Generation:** **Pardot** and **Marketo** Emails and form development
- **Technologies:** HTML5, CSS/SCSS, JS/jQuery, SVG, Grunt/git, **Photoshop**

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**)
- **CMS:** **ATG** and **Adobe AEM**, **Java** backend
- **Development:** Led front-end web development, prototyping, regular maintenance (QBO), ATG platform, and Perforce Version Control
- **Technologies:** HTML5, CSS3 (SASS), JS (jQuery), 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)
- **Technologies:** HTML5, CSS3, JS/jQuery, XML, Photoshop

VMWARE, Palo Alto, CA (Contract)

Apr. 2009 – Dec. 2009

Sr. Web Producer

Responsibilities:

- **Development:** new web pages using W3C standards & accessibility
- **Manage:** Ensured cross-browser compatibility
- **Partner:** with designers and other web developers
- **Analytics:** Ran analytics using Omniture reporting system

INTUIT, Mountain View, CA

Nov. 2005 – Apr. 2009

Online Marketing Project Manager

Responsibilities:

- **Development:** Developed marketing emails, landing pages, microsites, and intranets
- **Manage:** **Project managed** all web marketing campaigns for QuickBooks and Quicken
- **Analytics:** Ran web analytic reports (**HBX & Omniture**)
- **CMS:** Managed web content using **TeamSite**
- **Technologies:** XHTML, JavaScript (JS), CSS, XML, Flash, PhotoShop

**CAREER
HIGHLIGHTS
(continued)**

VMWARE, Palo Alto, CA (Contract) Apr. 2005 – Nov. 2005
Web Marketing Developer
Responsibilities:

- **Development:** Developed landing page and email wireframes templates
- **Testing:** led email A/B marketing testing
- **Emails:** Managed email vendor (Responsys)

ORACLE, Redwood Shores, CA Nov. 1999 – Jan. 2005
Sr. Web Producer/UI Manager - Oracle Partner Network (OPN)
Responsibilities:

- **Development:** Led development initiatives for Oracle Partner Network (OPN) redesign
- **CMS:** Migrated from Oracle Content Management System (CMS) to Oracle9iAS Portal
- **Partnerships:** Partnered with Portal dev team to increase functionality and security
- **Project Manage:** Project managed life-cycle using Oracle Collaboration Suite

EDUCATION

SAN DIEGO STATE UNIVERSITY, San Diego, CA 1995 - 1997
Bachelor of Arts, International Business
Minor: German and Western European business

College of San Mateo, San Mateo, CA. 1991 - 1995
Associates, Business Administration

HUMBOLDT UNIVERSITÄT, Berlin, Germany 1992
1-Year International Studies, International Business