

# Thomas Orthbandt

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**SUMMARY** Highly skilled and experienced **Website Manager** and **Front-end Developer** with over 20-years of experience in developing and managing websites. Proficient in HTML, CSS, JavaScript, and other relevant programming languages. Adept at utilizing content management systems (CMS) to manage and maintain websites, implementing SEO optimization strategies, and developing and executing digital marketing plans to drive website traffic and engagement.

## TECHNICAL SKILLS

LANGUAGES	HTML, CSS/SASS, Vanilla JS, jQuery, ReactJS, PHP
REPOSITORIES	Github, CodePen, JSFiddle
CONTENT MGMT SYS (CMS)	WordPress, Adobe AEM, SDL Tridion
PROJECT MGMT	Agile Project Management (APM)
AUTOMATION & CRM	Marketo, Acoustic, Pardot
SEARCH	SEO/SEM, AdWords
GRAPHICS & ANIMATION	SVG, CSS3, Photoshop, Figma
A/B TESTING	Google Optimize, Optimizely, Adobe Target
EMAIL	Litmus, Email-on-Acid, Vector Markup (VML)
WEB ANALYTICS	Google Analytics, Tag Manager, Event Tracking

## CAREER HIGHLIGHTS

**West Coast University, Irvine, CA (Remote - Contract)**  
**Sr. Website Manager**

Sept 2022 – Present

### Responsibilities:

- **Lead the web strategy:** landing page development, conversion rate optimization (CRO), AB testing, and UX enhancements that drive acquisition, conversion, and retention
- **Collaborate** with Marketing, Engineering, Creative, and Product teams to create site experiences for campaigns, product initiatives, tests, and always-on programs
- **Performance improvement** through the development of an ongoing experimentation roadmap aligned to short-term and long-term opportunities
- **Analyze and monitor** page performance and user behavior across site landing pages, generate data-driven hypotheses that inform strategies, and uncover areas of opportunity to improve the customer experience.
- **Data:** Develop a deep understanding of our members and site visitors through data, insights, and cross-functional partnerships
- **SEO** initiatives and content opportunities that improve website visibility and performance.
- **Personalization** capabilities to create digital experiences aligned to audiences and channels.
- **Web Standards:** Establish systems of governance and technical requirements, define resources needed to implement site strategies
- **Develop, refine, and implement** web optimization and experimentation processes that drive team efficiency.

**CAREER  
HIGHLIGHTS  
(continued)**

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

July 2021 – Sept 2022

**Front-End Engineer & Email Developer**

**Responsibilities:**

- **Front-end:** Developer for **Clorox** websites brands – Clorox.com, kingsford.com, hiddenvalley.com, glad.com, and brita.com
- **Emails:** Build emails using *Stensul*, **Test** using *Litmus*, **Deliver** using *Acoustic*
- **Repository:** **GitHub** and **git** to maintain content control and Peer Review
- **Project Manage:** **JIRA** to manage tasks and to assign and prioritize projects
- **CMS:** **WordPress** content management using Timber Twig, JS and SCSS
- **Testing:** A/B test, Heatmap, QA and Web optimization
- **Partnerships:** Marketing, Content, Design, QA, and Engineering to improve web presence
- **Technologies:** **HTML5, SCSS, Vanilla JS, Lando/GitHub/Docker, VML**

**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
- **Communication:** **Slack and Asana** to communicate and manage projects
- **Technologies:** **HTML, SCSS, JS/jQuery, PHP/Twig**

**NOMINUM/AKAMAI**, Redwood Shores, CA

May 2016 – Feb 2020

**Corporate Website 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** 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** 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
- **Partnerships:** Partnered with Design & Copywriters to deliver polished Webpages
- **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**
- **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 Web Developer**

**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**
- **Partnerships:** Developed strong working relationships with cross-functional teams

**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

**Global Marketing Manager - Oracle University**  
**Responsibilities:**

- **Development:** Developed targeted demand gen. email campaigns, landing pages, surveys
- **Lead Gen:** Built awareness and promotions on internal and external websites
- **Analytics:** Managed Lead Management System (LMS) to auto-filter leads to sales
- **Presentation:** Presented weekly/monthly/quarterly marketing reports to executive team

**EDUCATION**

**SAN DIEGO STATE UNIVERSITY**, San Diego, CA 1995 - 1997  
**Bachelor of Science**, International Business

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

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