

THOMAS ORTHBANDT

Website Manager & Frontend Developer

CONTACT

PHONE:

(650) 248-4620

EMAIL:

torthbandt@gmail.com

WEBSITE:

thomas-orthbandt.com

SKILLS

Languages: HTML, SASS, JS, React, PHP, VML

Repo: Github, Codepen, JSFiddle

CMS: Wordpress, Adobe AEM, SDL Tridion

Email: Marketo, Hubspot, Pardot

Testing: Optimize, Optimizely, UAT, PageSpeed Insights, Litmus, Email-on-Acid, Vector Markup (VML)

Graphics: Photoshop, Figma, SVG

Search: SEO, Yoast, SEMRush

Analytics: Google Analytics, Tag Manager

Project Mgmt: Agile Proj. Mgmt (APM)

ADA: AXE DevTools

EDUCATION

San Diego State University 1995 – 1997

Bachelor of Arts: International Business

College of San Mateo 1991– 1995

Associates: Business Administration

HUMBOLDT UNIVERSITÄT 1992

Berlin, Germany

International Studies: Int'l Business & German

SUMMARY

I am an experienced **Website Project Manager** and **Frontend Developer** with over 20 years of experience developing and managing websites. Proficient in HTML, CSS, JS (ES5/6), and other relevant programming languages.

I am keen on driving data driven analytics, web optimization strategies, SEO, and executing digital marketing to drive website enablement and conversions.

WORK EXPERIENCES

WEST COAST UNIVERSITY, Irvine, CA (Remote – Contract) Sept. 2022 – Present

Sr. Website Project Manager

RESPONSIBILITIES:

- **Lead the web strategy:** For WCU.com & ACC.com, CRO, Analytics, UX, and UAT
- **Front-end:** HTML, CSS, Vanilla JavaScript, PHP, VML
- **Emails: Develop** email templates from scratch & tested using **Email on Acid**
- **Performance improvement:** A/B testing aligned to short-term and long-term goals
- **Analyze and monitor:** Page performance, UX, implement data driven hypotheses
- **SEO:** Initiate content opportunities that improve website visibility & performance.
- **Collaborate:** Marketing, Engineering, Creative, and Product teams to create site

ACHIEVEMENTS:

- **Project managed** successfully WCU.com migration to Wordpress in March 2023.
- **Optimized** GTM tags, triggers, & variables for cleaner Google Analytic reporting
- **Increased GA** Sessions, Events, Views, Conversions **by 33%** over 6 months
- **Increase Organic SEO** traffic by **28.32%** over past 6 months,
- **Increased Non-branded** clicks went up **81.08%** YoY.
- **Led Demand Gen.** efforts to increase application completion & enrollment MoM.

CLOROX, Oakland, CA (Remote – Contract)

July 2021 – Sept. 2022

Sr. Frontend and Email Developer

RESPONSIBILITIES:

- **Front-end:** Developer for **Clorox** websites brands – Clorox.com, kingsford.com, hiddenvalley.com, glad.com, and brita.com
- **Emails: Develop** email templates for all Clorox brands from scratch & tested using **Litmus**
- **Repository:** **GitHub** and **git** CLI 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, Vanilla JS, and SCSS
- **Testing:** **Optimizely**, **HotJar**, **UAT**, **QA**, **Web optimization**, and **ADA** compliance
- **Collaborate:** Partner with Marketing, Content, Design, QA, and Engineering
- **Technologies:** HTML5, SCSS, Vanilla JS, PHP, Timber, GitHub/Docker, VML

ACHIEVEMENTS:

- **Developed** Hidden Valley Lucky Draw interactive card game to win recipes & grand prizes.
- **Developed** landing pages for Clorox, Glad, Kingsford, and Brita.
- **Developed** email templates Clorox Pro, Hidden Valley, Glad, Kingsford, Freshsteps
- **Tested** all email templates with Litmus and verified MS Outlook using VML

HIREVUE, Salt Lake City, UT (Remote – FTE)

Feb 2020 – July 2021

Corporate Website Marketing Manager

RESPONSIBILITIES:

- **Manage:** hirevue.com, SEO, SEM, Demand Gen Forms, Analytics, Sales Cycle
- **Development:** Hirevue Wordpress Theme, Frontend with ReactJs (Headless WP)
- **Emails:** **Develop** all templated emails from scratch & tested using **Email on Acid**
- **Analytics:** Page Views, Enablement, Conversions, and Goal Completions
- **Web Mechanics:** Manage website infrastructure, Security, & troubleshooting
- **Conversion Testing:** Optimizely, HotJar Heatmap, AXE ADA Compliance
- **Personalization:** ABM 6Sense, Optimizely, and Marketo Personalization
- **Collaborate:** Partner with Marketing, Sales, Product, and Engineering
- **Project Manage:** Run weekly Asana tasks to review, assign, and prioritize projects; review efficiency & quality, and hit target dates
- **Communication:** **Slack** and **Asana** to communicate and manage projects
- **Technologies:** HTML, SCSS, JS/jQuery, React, PHP, Timber

ACHIEVEMENTS:

- **Project Managed** hirevue.com site from development, maintenance, blog, analytics, SEO, Demand Gen. (Marketo), security & ABM personalization (6sense).
- **Full Development** of brand new Microsite for Covid within 1 week
- **Website increased** online sales over **\$21 million** in new revenue with solid lead generation, increase SEO efforts and full site redesign between 2020 / 2021

NOMINUM/AKAMAI, Redwood City, CA (FTE)

May 2016 – Feb 2020

Corporate Website Project Manager

RESPONSIBILITIES:

- **Project Manage:** Nominum.com website/lead generation development, SEO, ABM, A/B Testing, Web analytics, Internet trends/Best Practices, and Website optimization
- **Emails:** **Develop** all Nominum & Akamai email templates from scratch
- **Testing:** Optimizely, HotJar, Litmus
- **CMS:** Nominum WordPress Theme creation, plugin & custom development
- **Web Security:** Akamai Kona Site Defender, IPv6 and SSL certification
- **SEO:** Keyword optimization and best practices using Yoast
- **Analytics:** Google Analytics and Google Tag Manager for pixel tracking integration
- **Personalization:** Increased website traffic and forms with DemandBase
- **Lead Generation:** Pardot and Marketo Emails and form development
- **Collaborate:** Partner with Marketing, Sales, Product and Technical teams
- **Technologies:** PHP, SCSS, JS/jQuery, HTML5, Photoshop/Sketch

ACHIEVEMENTS:

- **Redesigned** Nominum.com, updated navigation and restructured SEO which doubled organic Search within first 3-months of being hired
 - **Migrated** site host to Pantheon & decreased annual costs by over **\$20k**
 - Worked with Demand Gen team to migrate to Pardot, implemented all form to nomimun.com for higher conversions by **over 43%**
 - **Post Akamai acquisition of Nominum**, I moved to Automation team and helped increase Akamai's lead conversions over 9 different languages, including creating a Single Page App for dynamic Landing Pages
 - **Redesigned** email Template and built re-usable email snippets
-

XERO, San Francisco, CA (FTE)

Aug 2014 – May 2016

Sr. Frontend Developer

RESPONSIBILITIES:

- **Develop:** All Web pages for xero.com
- **Emails:** **Develop** all Xero email templates from scratch in **Marketo**
- **Mobile App:** Helped launch iOS 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

ACHIEVEMENTS:

- **Ran all marketing landing pages** and email development for Xero US marketing.
- Helped build the **Xero Touch iOS App**
- Helped migrate CMS from Umbraco to **Adobe AEM** in 2015/16
- **Ran all lead gen** through **Pardot** and later migrated to **Marketo**
- **Developed** all Xero email templates from scratch & built re-usable email snippets

INTUIT, Mountain View, CA (Contract)

Dec 2012 – Aug 2014

Sr. Web Developer

RESPONSIBILITIES:

- **Develop:** All QBO lead generation, A/B testing (**SiteSpect**)
- **Emails:** Develop QBO email templates and Tested using Litmus
- **CMS:** **Adobe AEM**
- **Development:** Led front-end web development, prototyping, maintenance (QBO), ATG platform, and Perforce Version Control
- **Technologies:** HTML5, CSS3 (SASS), JS (jQuery), Photoshop

ATMEL, San Jose, CA (Contract)

Dec 2009 – Dec 2012

Sr. Web Developer

VMWARE, Palo Alto, CA (Contract)

Apr 2009 – Dec 2009

Sr. Web Producer

INTUIT, Mountain View, CA (FTE)

Nov 2005 – Apr 2009

Sr. Web Producer

ORACLE, Redwood City, CA (FTE)

Feb 1999 – Nov 2005

Marketing Manager/Web Producer