

# THOMAS ORTHBANDT

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## SUMMARY

Innovative, data-driven, and strategic **Website Marketing Manager**. Keen knowledge of web development technologies, project management methodologies, and client engagement strategies to deliver innovative digital solutions that align with business objectives.

## CAREER HIGHLIGHTS

**PIPEFY**, San Francisco, CA (FTE)

Feb. 2024 - Present

### Website Marketing Project Manager

- **Manage** Pipefy's global website (www.pipefy.com) to reflect the brand, user experience and drive growth.
- **Collaborate** with Content, SEO, Dem. Gen. & Sales teams to drive strategy & identify growth opportunities.
- **Lead performance** exercises to define business requirements & develop short/long-term website roadmaps.
- **Essential stakeholder** in Pipefy's overall website and B2B strategy, and ongoing web improvements.
- **Manage** all web projects and ensure web updates are executed on schedule and within scope.
- **Manage** Demand Gen. campaigns with HubSpot & Salesforce; workflows, lead scoring, progressive Profiling.
- **Develop** GA4 & Looker Reports to manage growth metrics globally, updated **GTM** tags, triggers, & variables
- **Achievements:**
  - **Increase web performance** from **66%** to **95%** and **accessibility** from **69%** to **95%**.
  - **Improve MQLs to SQLs** conversions month-over-month by converting **17.24%** over H1 2024.
- **Technologies:** WordPress - Gutenberg, ReactJS/ Vanilla JS, Sass, PHP, XML, HubSpot, Salesforce, Pipefy AI

**GILEAD**, Foster City, CA (Contract)

Sept. 2023 – Feb. 2024

### Web Technology Operations Manager

- **Managed** all day-to-day operations of US websites, projects, ensuring they are executed on time & in scope.
- **Managed** web analytics (GA4), identify areas of improvement & optimization for US Commercial websites.
- **Managed** and implement SEO strategies to optimized the commercial websites for search engines.
- **Managed** AB testing for US Commercial websites using VWO.
- **Collaborated** with digital marketing agencies, IT, and Digital Experience Leads on web projects.
- **Achievements:**
  - **Migrated** – 12 US commercial Branded websites over to Sitecore from outside hosted platforms.
  - **Implemented** – HotJar, Clarity, GA4, & GTM for all new sites, these apps gave brand teams more insights.
- **Technologies:** Sitecore, Google Analytics 4 (GA4), Google Tag Manager (GTM), Hotjar, Clarity, Jira, Asana

**WEST COAST UNIVERSITY**, Irvine, CA (Contract)

Sept 2022 – Sept. 2023

### Sr. Website Project Manager

- **Managed** all web projects through **Asana** and **Led** a cross-functional team of dev's, content and design.
- **Collaborated** website updates, blogs, and press release with content team.
- **Web Developed** all web pages from design, development, launch, and post-launch.
- **Managed Google Analytics** reporting on Acquisitions, Behaviors, and Conversions.
- **Ran User Accepted Testing (UAT)** for navigation redesign and online application process.
- **Created A/B** tests with Google Optimize, developed hypothesis, used HTML, CSS, and JavaScript.
- **Achievements:**
  - **Increased Web Performance** from **62%** to **93%** and **Accessibility** from **66%** to **95%**.
  - **Increased Organic SEO** traffic by **28.32%** & **Non-branded** clicks jumped to **81.08%** from prior year (2021) .
- **Technologies:** HTML5, CSS3/Sass, Vanilla JS, PHP, Azure Database, GitHub, VML, WordPress, Asana, Jira

CLOROX, Oakland, CA (Contract)

July 2021 – Sept 2022

### Front-End Engineer & Website Project Manager

- **Project manage** all web projects and tasks through **Jira**.
- **Full Stack Developer** for Clorox, Hidden Valley, Glad, Kingsford, and Brita.
- **WordPress** for all sites using **Timber**, **ACF**, **WooCommerce** and hosted on **Pantheon**.
- **Use GitHub** for Peer-Reviews and merging branches to production.
- **Built** all email templates using Litmus, verify HTML & Outlook emails (VML).
- **Ran UAT, QA, Web optimization**, and **ADA** compliance tests for all new and existing pages.
- **Achievements:**
  - **Built Loyalty program interactive webpage:** 5 Recipe cards and teams that is still used today.
  - **Built Reusable email template** – Created multiple brand email templates for easy email launches.
- **Technologies:** HTML5, Sass, Vanilla JS, PHP, Timber, GitHub, Docker, VML, WordPress/ACF, Stencil, Jira

HIREVUE, Salt Lake City, UT (FTE)

Feb 2020 – July 2021

### Corporate Website Project Manager

- **Managed** entire hirevue.com website, development, analytics, SEO, Demand Gen., security & ABM.
- **Created new Hirevue** WordPress Theme and **ROI Calculator** in 2020,
- **Wrote ALL documentation** and **best practices** for cross-functional teams.
- **Website Increased Online Sales** by over **\$21 million globally** in new revenue with solid lead generation.
- **Migrated** from WPENGINE to AWS and **Developed** headless API using ReactJS in 2020/21.
- **Led UX & rebranding** of hirevue.com, lead PM for outside agency
- **Ran personalization** using ABM 6Sense, Optimizely, and Marketo Personalization
- **Achievements:**
  - **Redesigned Hirevue.com:** Migrated website to AWS using Headless API and ReactJS as FE code
  - **Built Covid-19 Microsite** in less than 2 weeks and ROI Calculator
- **Technologies:** HTML, Sass, jQuery, ReactJS/Vanilla JS, PHP, Timber, WordPress/Adv. Custom Fields (ACF)

AKAMAI, Cambridge, MA (FTE)

Nov 2017 – Feb 2020

### Sr. Automation Developer Manager

- **Created** single email template that combined 10-email templates into one, reducing complexity
- **CMS:** Run all development within **SDL Tridion**.
- **Demand Generation:** Created and led demand generation projects using Marketo and Salesforce.
- **Led Email Testing** with *Email on Acid* for mobile/desktop design for optimal performance.
- **UX:** To continuously improve the customer experience via A/B Testing using *Test & Target* and *Marketo*
- **Achievements:**
  - **Email Deliverability Rate:** increased from 98.59% to 99.10%.
  - **Email Open Rate:** increased from 18.12% to 25.67%.
- **Technologies:** HTML5, CSS, Vanilla JS, ReactJS, NodeJS, Photoshop, Figma, AEM, DAM, Marketo, SDL Tridion

NOMINUM, Redwood Shores, CA (FTE - Akamai acquired Nominum)

May 2016 – Nov 2017

### Sr. Corporate Website Manager

- **Led** all Nominum.com website/lead generation development, SEO, ABM, A/B Testing, Web analytics.
- **Created** Nominum **WordPress** theme and **customized** plugins using ACF.
- **Analytics:** **Google Analytics** and **Google Tag Manager** for pixel tracking integration.
- **Account Based Marketing (ABM):** Increased website traffic and form fills with DemandBase.
- **Lead Generation:** **Pardot** and **Marketo** Emails and form development.
- **Achievements:**
  - **Redesigned Nominum.com:** migrated to Pantheon and saved company \$35k
  - **Migrated** email platform from Marketo to Pardot
- **Technologies:** PHP, Sass, jQuery/Vanilla JS, HTML5, Photoshop/Sketch, GitHub, WordPress

XERO, San Francisco, CA (FTE)

Aug 2014 – May 2016

### Senior Frontend Developer

- **Project Managed** all web pages for xero.com and **Marketo** emails.
- **Developed Xero Touch Mobile App.**
- **CMS: Umbraco** and migrated to **Adobe AEM in 2016.**
- **Repository: GitHub** and **Git** to maintain content control and Peer Review.
- **Lead Generation: Pardot** and **Marketo** Emails and form development.
- **Design** using Photoshop files
- **Achievements:**
  - **Created Mobile App:** Helped create the Xero Verify mobile app
  - **Migrated** email platform from Acoustic to Marketo
- **Technologies:** HTML5, CSS3/Sass, jQuery/Vanilla JS, SVG, Grunt/Git, Photoshop, Umbraco/Adobe AEM

EDUCATION	CERTIFICATION
<b>SAN DIEGO STATE UNIVERSITY, SAN DIEGO, CA</b>	<b>HTML5</b> - WC3 (March 2023)
- <b>BACHELOR OF ARTS</b> , International Business	<b>CSS3</b> – WC3 (March 2023)
- <b>MINOR:</b> Information Systems	<b>JavaScript</b> – WC3 (March 2023)
	<b>Pipefy</b> – Process Management (Feb. 2024)
	<b>Pipefy</b> – Process Automation (July 2024)

TECHNICAL SKILLS	
<b>PROGRAMMING LANGUAGES</b>	ReactJS, Vanilla JS/jQuery/Typescript, Tailwind/CSS3/Sass, HTML5, NodeJS, PHP, XML/XSLT
<b>CONTENT MGMT (CMS)</b>	WordPress, Adobe AEM, Sitecore, SDL Tridion, Drupal
<b>ANALYTICS</b>	Google Analytics (GA4), Google Tag Manager (GTM)
<b>SEO &amp; CONTENT OPTIMIZATION</b>	Clarity, SEMRush, HotJar, SiteSpeed Insights
<b>CONVERSION RATE OPT.</b>	VWO, Google Optimize, Optimizely, Adobe Target
<b>PROJECT MANAGEMENT</b>	Agile Project Management & Waterfall
<b>AUTOMATION &amp; CRM</b>	HubSpot, Marketo, Iterable, Acoustic, Pardot
<b>BUSINESS PROCESS MGMT</b>	Asana, Pipefy, JIRA, Confluence, G-Suite
<b>EMAIL TESTING &amp; DEV</b>	Litmus, Email-on-Acid, Vector Markup (VML)
<b>DESIGN</b>	Figma, Photoshop, Vector SVG
<b>MY REPOSITORIES</b>	<a href="#">GitHub</a> , <a href="#">CodePen</a> , <a href="#">JSFiddle</a> (Click to review)

**References:** Upon request