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SUMMARY Highly skilled and experienced **Website Manager** and **Front-end Developer** with over 20 years of experience developing and managing websites. Proficient in HTML, CSS, ES5/6 JS, and other relevant programming languages. Keen on driving data driven analytics, SEO, web optimization strategies, and executing digital marketing to drive website enablement and conversions.

TECHNICAL SKILLS

LANGUAGES
REPOSITORIES
CONTENT MGMT SYS (CMS)
PROJECT MGMT
AUTOMATION & CRM
SEARCH
GRAPHICS & ANIMATION
TESTING
EMAIL
ANALYTICS
ADA

HTML, CSS/SASS, Vanilla JS, ReactJS, PHP
Github, CodePen, JSFiddle
WordPress, Adobe AEM
Agile Project Management (APM)
Marketo, Hubspot, Pardot
SEO/SEM, AdWords
CSS3, Photoshop, Figma, SVG
Optimize, UAT, PageSpeed Insights
Litmus, Email-on-Acid, Vector Markup (VML)
Google Analytics, Tag Manager, Target
BrowserStack, AXE

CAREER HIGHLIGHTS

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

Sept 2022 – Present

Sr. Website Project Manager

Responsibilities:

- **Manage:** WCU.com and ACC.com, web development, Analytics, CRO, UX, and UAT
- **Front-end:** Development for WCU.com and ACC.com, WP migration, and CRO
- **Web Performance:** Development of an ongoing experimentation roadmap via A/B testing
- **Analyze and monitor:** Page performance, UAT, Data-driven hypotheses, improve UX
- **Data:** Deep understanding of visitors via data, insights, & cross-functional partnerships
- **SEO:** Initiate content opportunities to improve website visibility and performance
- **Personalization:** Create digital experiences aligned to audiences and channels
- **Web Standards and Testing:** Establish governance and technical requirements, define resources, and implement UAT
- **Collaborate:** Marketing, Engineering, Creative, and Product teams
- **Project Management:** Manage multiple projects simultaneously and track using Asana
- **Technologies:** HTML5, CSS, Vanilla JS, PHP, GitHub, Azure DevOps

**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:** Develop emails and Test using *Litmus*
- **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, JS, and SCSS
- **Testing:** UAT, A/B testing, Heatmap, QA and Web optimization
- **Collaborate:** Marketing, Content, Design, QA, and Engineering to improve web presence
- **Technologies:** HTML5, SCSS, Vanilla JS, PHP, GitHub/Docker, VML

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

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, AXE** testing to analyze ADA compliance
- **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 (FTE)

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** including plugin & custom development, Usage of **AXE** testing for ADA
- **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 (FTE)

Aug 2014 – May 2016

Senior Frontend Developer

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

SCHWAB, San Francisco, CA (Contract)

Feb 2014 – Aug 2014

Senior Web Developer

Responsibilities:

- **Manage:** front-end web development, prototyping, and regular maintenance
- **CMS:** Built on top of Schwab CMS, creating reusable templates and components.
- **Development:** Responsive web redesign for schwab.com partner and client facing sites
- **Technologies:** HTML/5, CSS/3, JS/jQuery, and use of Photoshop

INTUIT, Mountain View, CA (Contract)

Dec 2012 – Feb 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 (FTE)

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

**CAREER
HIGHLIGHTS
(continued)**

INTUIT, Mountain View, CA (FTE) 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**
- **Partnerships:** Developed strong working relationships with cross-functional teams
- **Technologies:** XHTML, JavaScript (JS), CSS, XML, Flash, PhotoShop

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)
- **Technologies:** XHTML, JavaScript (JS), CSS, Flash, PhotoShop

ORACLE, Redwood Shores, CA (FTE) 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
- **Technologies:** XHTML, JavaScript (JS), CSS, Flash

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

References upon Request