THOMAS ORTHBANDT

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SUMMARY

Results-driven **Website Marketing Manager** with a proven track record of leveraging web development technologies, data-driven strategies, and project management expertise to deliver innovative digital solutions. Adept at leading cross-functional teams, driving web performance improvements, aligning digital strategies with business goals. Experienced in managing complex web projects for global brands, optimizing user experiences, and increasing lead generation through SEO, analytics, and conversion rate optimization.

CAREER HIGHLIGHTS

PIPEFY, San Francisco, CA (FTE)   Feb. 2024 - Present
Website Marketing Manager

- **Spearheaded** global website management for Pipefy, collaborated with cross-functional teams to drive innovation and identify high-growth opportunities.
- **Optimized digital experiences** by implementing SEO strategies, managing VWO AB testing, and enhancing site performance through advanced analytics (GA4).
- **Key player** in shaping the company's overall website and B2B strategy while overseeing web optimization.
- **Driving and executing** all web-related projects, ensuring alignment with B2B SaaS timelines and scope.
- **Orchestrated Demand Gen** campaigns through HubSpot and Salesforce with precision, utilizing workflows, lead scoring, and progressive profiling to enhance user engagement.
- **Leveraging data-driven insights** through GA4 and Looker reports to track global growth, while optimizing tracking with updated GTM tags and triggers.
- <u>**Achievements:**</u>
  - **Elevated website performance** from 66% to 95%, and boosted accessibility score from 69% to 95%.
  - **Amplified conversion rates**, increased **MQL** to **SQL** from 15% to 35%, and **SQL** to **Opp**. from 30% to 58%.
- **Technologies:** WordPress-Gutenberg, ReactJS, Sass, PHP, HubSpot, Salesforce, Looker, GA4, GTM, Figma

GILEAD, Foster City, CA (Contract)   Sept. 2023 – Feb. 2024
Web Technology Operations Manager

- **Led the daily operations** of Gilead's U.S. commercial websites, ensuring projects were completed on time and met strategic objectives.
- **Optimized digital experiences** by implementing SEO strategies, managing VWO AB testing, and enhancing site performance through advanced analytics (GA4).
- **Collaboration** between digital marketing agencies, IT, & Digital Experience Leads to streamline web initiatives.
- **Delivered actionable insights** to brand teams by integrating key tracking tools like HotJar, Clarity, GA4, and GTM across all new sites.
- <u>**Achievements:**</u>
  - **Migrated** 12 U.S. commercial branded websites to Sitecore, improving performance and efficiency.
  - **Deployed** HotJar, Clarity, GA4, and GTM, providing teams deeper insights & enhancing digital strategy.
- **Technologies:** Sitecore, GA4, Google Tag Manager (GTM), Hotjar, Clarity, SEMrush, Jira, Asana, Webflow

Collegis, Bloomington, MN (Contract)   Apr. 2023 – Sept. 2023
Senior Website Project Manager
- **Led cross-functional** teams to deliver website projects on time, optimizing content, and UX engagement.
- **Crafted A/B tests** using Google Optimize, driving conversions via data-driven insights & behavioral analysis.
- **Presented monthly KPIs** to executive leadership, identifying gaps and setting actionable targets for growth.
- **Managed SEO/SEM strategies** and competitor analysis to boost organic search performance.
- **Achievements:**
  - **Successfully** improved McKendree, Ithaca, Baylor and Clarkson web performance, CRO, and Engagement.
  - **Ran** Clarkson web development while they back-filled a full-time Web Developer for 3-months.
- **Technologies**: HTML5, CSS3, Vanilla JS, jQuery, PHP, XML, Salesforce, SharePoint, Drupal, Sitecore, Cascade

WEST COAST UNIVERSITY, Irvine, CA (Contract)   Sept. 2022 – Apr. 2023
Senior Website Project Manager
- **Directed all web projects**, orchestrating cross-functional team to deliver high-quality digital experiences.
- **Led the development** and launch of new web pages, optimize blogs, press releases, and website updates.
- **Delivered actionable insights** through GA4 reporting user behavior, conversions, and acquisition.
- **Crafted A/B tests** to drive data-backed improvements.
- **Enhanced user journeys** by running extensive UAT, ensuring seamless functionality and user satisfaction.
- **Achievements:**
  - **Boosted website performance** from 62% to 93%, and improved accessibility from 66% to 95%.
  - **Increased organic SEO** traffic by 28.32%, with non-branded clicks surging by 81.08% year-over-year.
- **Technologies**: HTML5, CSS3/Sass, Vanilla JS, PHP, Azure Database, Git/GitHub, VML, WordPress, Asana, Jira

CLOROX, Oakland, CA (Contract)   July 2021 – Sept. 2022
Front-End Engineer & Website Project Manager
- **Managed a diverse portfolio** of web projects for brands such as Clorox, Hidden Valley, Glad, Kingsford, and Brita, ensuring timely delivery through Jira-based project management.
- **Delivered full-stack development** solutions across multiple WordPress sites, utilizing Timber and ACF to build responsive, high-performance websites hosted on Pantheon.
- **Drove email marketing success** by developing reusable, interactive email templates verified through Litmus and optimized for performance across platforms.
- **Focused on optimizing user experience (UX)** by conducting UAT, QA, web performance testing.
- **Achievements:**
  - **Developed an interactive loyalty program** featuring recipe cards, still actively used by the brand today.
  - **Created scalable, reusable email templates** to streamline brand email launches across many campaigns.
- **Technologies**: HTML5, Sass, Vanilla JS, PHP, Timber, Git/GitHub, Docker, VML, WordPress/ACF, Stencil, Jira

HIREVUE, Salt Lake City, UT (FTE)   Feb. 2020 – July 2021
Corporate Website Project Manager
- **Managed** hirevue.com website, leading initiatives for development, analytics, SEO, demand gen, & security.
- **Drove significant website enhancements** by developing a custom WordPress theme and an ROI calculator.
- **Authored comprehensive documentation** and best practices to streamline collaboration between cross-functional teams, ensuring efficiency and consistency in web development.
- **Helped increase global sales** over **$21 million** via strategic demand gen, SEO, & performance marketing.
- **Achievements:**
  - **Led the migration** of hirevue.com from WPEngine to AWS, developing a headless API with ReactJS.
  - **Spearheaded a rapid** COVID-19 microsite in a week, to support urgent business needs.
- **Technologies**: HTML, Sass, jQuery, ReactJS/JS, PHP, WordPress (ACF), Timber, Git/GitHub

AKAMAI, Cambridge, MA (FTE)   Nov. 2017 – Feb. 2020
Sr. Automation Developer Manager
- **Led the development** of a streamlined email template system, consolidating 10 complex email templates into a single, efficient solution, dramatically reducing development time and improving workflow efficiency.
- **Spearheaded demand generation campaigns**, utilizing Marketo and Salesforce to deliver high-impact email marketing and automation strategies that drove measurable engagement and lead conversion.
- **Pioneered email testing protocols** using Email-on-Acid to ensure optimal performance across both mobile and desktop, enhancing user experience and boosting campaign success.
- **Conducted continuous A/B testing** through Adobe Target and Marketo, driving UX improvements and maximizing customer engagement.
- **Achievements:**
  - **Increased email deliverability rate** from **98.59%** to **99.10%,** boosted open rates from **18.12%** to **25.67%**.
  - **Played a key role in streamlining** Akamai's email marketing strategy, significantly enhancing customer communication and reducing operational complexities.
- **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 the end-to-end development** and **management** of Nominum's corporate website, driving significant improvements in lead generation, SEO, and web analytics through targeted optimization strategies.
- **Developed a custom WordPress theme** and tailored plugins using ACF, significantly enhancing website functionality and user experience.
- **Implemented advanced tracking** through Google Analytics and Google Tag Manager, delivering key insights that drove actionable business decisions and optimized marketing performance.
- **Led Account-Based Marketing** (ABM) efforts using DemandBase, resulting in increased website traffic and higher form fill rates, improving overall lead generation.
- **Achievements:**
  - **Redesigned** Nominum's website, migrated to Pantheon, saving $35k annually in hosting costs.
  - **Successfully transitioned the email marketing platform** from Marketo to Pardot, streamlining operations and improving marketing automation efficiency.
- **Technologies**: PHP, Sass, jQuery/Vanilla JS, HTML5, Photoshop/Sketch, WordPress, Git/GitHub

XERO, San Francisco, CA (FTE)   Aug. 2014 – May 2016
Senior Frontend Developer
- **Managed the development** of web pages and Marketo emails for xero.com, contributing to both front-end development and digital marketing initiatives.
- **Played a pivotal role** in the design and development of the Xero Touch Mobile App, enhancing Xero's mobile offerings and driving user engagement.
- **Collaborated** closely with design and marketing teams to ensure smooth migration from Umbraco to Adobe AEM, improving content management and website functionality.
- **Implemented GitHub** version control, facilitating peer reviews and ensuring high-quality code across web projects.
- **Achievements:**
  - **Key contributor** to the development of the Xero Verify mobile app
  - **Led the successful migration** of Xero's email platform from Acoustic to Marketo
  - **Managed** migration from Umbraco to Adobe AEM
- **Technologies**: HTML5, CSS3/Sass, jQuery/Vanilla JS, SVG, Git/GitHub, Photoshop, Umbraco/Adobe AEM

EDUCATION	CERTIFICATIONS
SAN DIEGO STATE UNIVERSITY, SAN DIEGO, CA	**HTML5** - WC3 (March 2023)
- **BACHELOR OF ARTS,** International Business	**CSS3** – WC3 (March 2023)
MINOR: Information Systems & West European Business	**JavaScript** – WC3 (March 2023)
	Pipefy – Process Management (Feb. 2024)
	Pipefy – Process Automation (July 2024)

TECHNICAL SKILLS

PROGRAMMING LANGUAGES	ReactJS, Vanilla JS/Typescript/jQuery, Tailwind/Sass, NodeJS, PHP
CONTENT MGMT (CMS)	WordPress, Adobe AEM, Sitecore, SDL Tridion, Drupal, Webflow
ANALYTICS	Google Analytics (GA4), Google Tag Manager (GTM)
SEO & CONTENT OPTIMIZATION	Clarity, SEMRush, HotJar, SiteSpeed Insights
CONVERSION RATE OPTIMIZATION	VWO, Google Optimize, Optimizely, Adobe Target
PROJECT MANAGEMENT	Agile Project Management & Waterfall
AUTOMATION & CRM	HubSpot, Marketo, Iterable, Acoustic, Pardot
BUSINESS PROCESS MGMT	Asana, Pipefy, JIRA, Confluence, G-Suite
EMAIL TESTING & DEV	Litmus, Email-on-Acid, Vector Markup (VML)
DESIGN	Figma, Photoshop, Vector SVG
VERSION CONTROL	Git, GitHub, GitLab, Azure DevOps
MY REPOSITORIES	GitHub, CodePen, JSFiddle (Click to review)

References: Upon request