

# THOMAS ORTHBANDT

Website Manager & Frontend Developer

## CONTACT

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## 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:** International Business

- **Minor:** Western European Business/German
- **Phi Kappa Psi fraternity** – Founding Father

**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 WCU.com site migration from homegrown CMS to Wordpress in March 2023. Optimized Google Tag Manager tags, triggers, and variables for cleaner Google Analytic reporting on Events, Page Views, and Conversions, increase Page Views and Conversions by 33%. Increase Organic SEO traffic by 28.32% over past 6 months, Non-branded clicks went up 81.08% YoY. Lead generation efforts increased application completion and 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 and created Hidden Valley Lucky Draw interactive card game to win recipes and grand prizes. Developed many landing pages for Clorox, Glad, Kingsford, and Brita. Developed email templates for Hidden Valley, Glad, Kingsford, Fresh Steps, and Clorox Pro email templates and verified all templates worked with MS Outlook using VML. All testing done through Litmus before emails would go live.

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

Feb 2020 – July 2021

*Corporate Website Marketing Manager*

### Responsibilities:

- **Manage:** hirevue.com, SEO, SEM, Lead 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:** Ran the entire hirevue.com site from development, maintenance, blog support, analytics, SEO, lead form implementation (Marketo) and ABM personalization (6sense). Big achievement creating a Covid Microsite within 2 weeks after world shutdown continuing our support of businesses and clients during this troubling time. From 2020 to 2021, the website helped drive **\$21 million** in new revenue with solid lead generation and increase Search and SEO efforts.

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**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 hosting to Pantheon and decreased annual costs by over **\$20k** with this migration. Helped the Demand Gen team also migrate to Pardot and implemented all form leads on Nominum.com for better conversions and thought leadership SEO through brand awareness. After Akamai acquisition of Nominum, moved to Automation team and helped increase Akamai's lead conversions over 9 different countries, including creating dynamic Landing Pages and Emails for each region.

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**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 and was on the team to migrate the CMS from Umbraco to Adobe AEM. Ran lead gen through Pardot and then

helped migrate to Marketo where I created email templates from scratch and used Marketo snippets for re-use components.

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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, regular maintenance (QBO), ATG platform, and Perforce Version Control
- **Technologies:** HTML5, CSS3 (SASS), JS (jQuery), Photoshop

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ATMEL, San Jose, CA (Contract)

Dec 2009 – Dec 2012

*Sr. 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

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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

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INTUIT, Mountain View, CA (FTE)

Apr 2009 – Dec 2009

*Sr. Web Producer*

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
- **Collaborate:** Developed strong working relationships with cross-functional teams
- **Technologies:** XHTML, JavaScript (JS), CSS, XML, Flash, Photoshop

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ORACLE, Redwood City, CA (FTE)

Feb 1999 – Apr 2009

*Marketing Manager/Web Producer*

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

**References upon Request**