Thomas Orthbandt

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SUMMARY

Senior Website Manager with **Front-End Developer** experience to improve all organizational web properties, ensuring website best-in-class, and converting new and returning audiences. Enjoy working collaboratively with cross-functional teams to create great web experiences and improve revenue.

TECHNICAL SKILLS

LANGUAGES	**HTML, CSS/SASS, Vanilla JS, jQuery, ReactJS, PHP**
REPOSITORIES	**Github, CodePen, JSFiddle**
CONTENT MGMT SYS (CMS)	**WordPress, Adobe AEM, SDL Tridion**
PROJECT MGMT	**Agile Project Management (APM)**
AUTOMATION & CRM	**Marketo, Acoustic, Pardot**
SEARCH	**SEO/SEM, AdWords**
GRAPHICS & ANIMATION	**SVG, CSS3, Photoshop, Figma**
A/B TESTING	**Google Optimize, Optimizely, Adobe Target**
EMAIL	**Litmus, Email-on-Acid, Vector Markup (VML)**
WEB ANALYTICS	**Google Analytics, Tag Manager, Event Tracking**

CAREER HIGHLIGHTS

Dropbox, San Francisco, CA (Remote - Contract)   May 2022 – Present
Sr. Web Producer
Responsibilities:
- Project Manage: **Project Manager** of technical outcomes to address production and development issues
- Automation: Run automated scripts for **Adobe AEM** and **Adobe Analytics**
- Front-end: Manage daily operations of Dropbox consumer-facing websites
- Partnerships: Work collaboratively with Design, Marketing, and Product teams
- Testing: A/B, website optimization, web content personalization using **Adobe Target**
- Analytics: Track and report on **website performance**, and provide actionable insights
- Technologies: **HTML5, SCSS, Vanilla JS**

CLOROX, Oakland, CA (Remote - Contract)   Jul. 2021 – Apr. 2022
Front-End Engineer & Email Developer
Responsibilities:
- Front-end: Developer for **Clorox** websites brands, improve SEO,
- Emails: **Build** emails using *Stensul*, **Test** using *Litmus*, **Deliver** using *Acoustic*
- 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 Twig, JS and SCSS
- Testing: A/B test, Heatmap, QA and Web optimization
- Partnerships: Marketing, Content, Design, QA, and Engineering to improve web presence
- Technologies: **HTML5, SCSS, Vanilla JS, Lando/GitHub/Docker, VML**

HIREVUE, Salt Lake City, UT (Remote)   Feb. 2020 – Jul. 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**
- 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, Redwood Shores, CA   May 2016 – Feb. 2020
Corporate Website 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
- 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**

XERO, San Francisco, CA   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**

INTUIT, Mountain View, CA   Dec. 2012 – Aug. 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
- Technologies: **HTML5, CSS3 (SASS), JS (jQuery), Photoshop**

ATMEL, San Jose, CA (Acquired by MicroChip)   Aug. 2008 – 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**

INTUIT, Mountain View, CA   Nov. 2005 – Aug. 2008
Online Marketing Web Developer
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**
- Technologies: XHTML, JavaScript (JS), CSS, XML, Flash, PhotoShop
- Partnerships: Developed strong working relationships with cross-functional teams

VMWARE, Palo Alto, CA (Contract)   Feb. 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)

ORACLE, Redwood Shores, CA   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

Technology Control Services (TCS), London, England   Aug. 1997 – Nov. 1999
International Project Manager
Responsibilities:

- Project Manage: Project managed multi-million dollar accounts in long distance including GlobalOne, BT, Vodafone, France Telecom, Singapore Telecom and global call centers
- Marketing: Led marketing and project management initiatives in localized calling card services, long distance, and created market analysis

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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