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SUMMARY Front-End Website Manager Developer, bringing together UI design for a better web experience. Collaborate with engineering, project managers, product managers, marketing, sales, content owners, and designers to help create great web experiences using the latest web technologies.

TECHNICAL SKILLS

WEB DEV LANGUAGES

HTML, CSS/SCSS, JS/React, Responsive, PHP/Twig

REPOSITORIES

Github, CodePen, JSFiddle

CONTENT MGMT SYS (CMS)

WordPress, Adobe AEM, SDL Tridion

PROJECT MGMT

Agile Project Management (APM)

AUTOMATION & CRM

Acoustic, Marketo, Pardot

GRAPHICS & ANIMATION

SVG, CSS3, jQuery, Photoshop & Figma

A/B TESTING

Google Optimize, Optimizely

EMAIL

Litmus, Email-on-Acid, Vector Markup (VML)

WEB ANALYTICS

Google Analytics, Tag Manager, Event Tracking

CAREER HIGHLIGHTS

Dropbox, San Francisco, CA (Remote)

May 2022 – Present

Sr. Web Producer

Responsibilities:

- Manage daily operations of Dropbox consumer-facing websites in the delivery of world class user experiences
- Work collaboratively with Design, Marketing, Development and other colleagues to design and deliver engaging and relevant web experiences to visitors and prospects
- Project Manager of technical outcomes to address production/development issues
- Lead A/B and user testing, website optimization, and web content personalization efforts to drive higher levels of engagement and conversions
- Track and report on website performance, and provide actionable insights to Stakeholders regarding visitors' value-added onsite behaviors
- Manage the library of assets, produce documentation, lead training, create workflows and processes
- Share web best practices with the larger Marketing team to create scalable outcomes

**CAREER
HIGHLIGHTS
(continued)**

CLOROX, Oakland, CA (Remote)

July 2021 – April 2022

Front-End Engineer & Email Developer

Responsibilities:

- Front-end: Develop for **Clorox** websites brands - Clorox, HiddenValley, Kingsford, and Glad
- 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
- SEO: Monthly search meetings to improve organic and paid rankings
- Partnerships: Marketing, Content, Design, QA, and Engineering to improve web presence, run campaigns, and increase efficiencies across teams
- Communication: **MS Teams** and **JIRA** to communicate and manage projects
- Technologies: **HTML5, SCSS, Vanilla JS, Lando/GitHub/Docker, and VML**

HIREVUE, Salt Lake City, UT (Remote)

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**
- 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
- Partnerships: Marketing, Content, Design, QA, and Engineering to improve web presence, run campaigns, and increase efficiencies across teams
- Communication: **Slack** and **Asana** to communicate and manage projects
- Technologies: **HTML, SCSS, JS/jQuery, and PHP/Twig**

AKAMAI, Santa Clara, CA

Nov 2017 – Feb 2020

Senior Automation Frontend Developer

Responsibilities:

- Manage: Define, created and lead all demand generation projects
- Cross-Functional: Worked closely with Marketing, Sales, Product and Web teams
- CMS: **SDL Tridion** for languages and to reduced 10 localized pages into a single page
- Dynamic Emails: Created language and country segmentation dynamically
- Platforms: **Marketo, SDL Tridion, and SFDC**.
- Testing: **Email-on-Acid** for mobile/desktop email design for all email clients
- User Experience: **Personalization, Progressive profiling & A/B testing**
- Languages to know: **HTML, SCSS, JS/jQuery, Bootstrap, and VML**

**CAREER
HIGHLIGHTS
(continued)**

NOMINUM, Redwood Shores, CA (acquired by Akamai)

May 2016 – Nov 2017

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
- Languages: **PHP, SCSS, JS/jQuery, HTML5, and 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
- Goals: Contributed US market sales goals by increasing **web traffic by 34%** and increase leads via **SEO, Affiliates, Backlinking, Social, and ABM**
- Languages: **HTML5, CSS/SCSS, JS/jQuery, SVG, Grunt/git, and Photoshop/Sketch**

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 (QBO), ATG platform, and Perforce Version Control
- Languages: **HTML5, CSS3 (SASS), JS (jQuery), Java (JSP), and Photoshop**

ATMEL, San Jose, CA (Acquired by MicroChip)

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)
- Languages: **HTML5, CSS3, JS/jQuery, XML, and Photoshop**

EDUCATION **Bachelor of Science**, International Business (Minor in German & European Business)
SAN DIEGO STATE UNIVERSITY, San Diego, CA.

1-Year International Studies, International Business
HUMBOLDT UNIVERSITÄT, Berlin, Germany