

Summary

With over 25 years of experience in web technology, I have honed my expertise in web development and marketing operations, specializing in SEO/SEM, PPC, and digital marketing strategies. At Blue Yonder, I led the administration and development of key marketing applications, including Salesforce, Marketo, Sitecore, Eloqua, and 6sense. As a Marketo admin, I worked closely with Demand Generation and ABM teams to create and optimize landing pages, email templates, and various marketing assets. I tracked and reported on campaign performance, implementing necessary changes to enhance results. I spearheaded the development of a B2B marketing strategy and sales funnel using Salesforce and Marketo, significantly improving lead generation efforts. Additionally, I initiated a project to consolidate all marketing data into a single Datalake for comprehensive reporting and analysis. I also managed the company's social media presence on platforms like Facebook, Twitter, and LinkedIn, and implemented Google Analytics and Google AdWords programs to drive online engagement and performance. My ability to translate business needs into effective marketing strategies has consistently optimized content, generated leads, and created exceptional user experiences.

Experience

Blue Yonder (formerly JDA Software)

Senior Web Developer/Webmaster

September 2006 - February 2023

As lead developer, successfully led the design, development, and maintenance of Blue Yonder's (formerly JDA Software) customer-facing websites, including the implementation of a new Web system architecture on jda.com, which decreased development time, shortened maintenance cycles and increased qualified leads for JDA/BY. Responsibilities include managing the corporate website, partner portal, event websites, as well as various internal web applications. Key projects include integrating the corporate website with Salesforce and utilizing contact and account information for known website users. Also solely developed an event administration system for multiple corporate user conferences, managing event websites, registration, session scheduling, meeting scheduling, and employee scheduling for a 2500-person user conference. Over the years, the tool processed 24,000 registrations, collected nearly \$12m, scheduled 3000+ sessions, and 11,000+ client meetings. Created a task tracking application to manage the release cycle task administration for JDA's 150+ software products, encompassing almost 500 tasks for product GTM and involving 500+ employees.

From a marketing operations standpoint, the last few years led the administration and development of various 3rd party applications including

Salesforce, Marketo, Sitecore, Eloqua, and 6sense. Owner of MarTech stack. As a Marketo admin, worked with the Demand Gen and ABM teams to create landing pages and email templates and used these templates to build various assets. Tracked and reported on these campaigns and suggested necessary changes to improve performance. Led team to develop the B2B marketing strategy and sales funnel used for lead generation using Salesforce and Marketo. Started a project to combine all marketing data into a single Datalake for reporting. Developed and administered the social media presence for the company (Facebook, X, LinkedIn) as well as implemented Google Analytics and the Google AdWords programs.

SKILLS: Digital Marketing, Marketing Operations, Demand Generation, Database Design, Project Management, Email Marketing, Software Development, User Experience (UI/UX), API Development, Integration, Web Design, Web Strategy, CMS Design and Development, Microsoft SQL Server, IIS, Github, HTML5, JavaScript, jQuery, XML, JSON, CSS, ColdFusion, ASP, PHP, .NET, SQL, MySQL

Marumba

Owner/Web Developer

September 1995 - Present

An accomplished full-stack web developer and consultant, I provide cost-effective and compelling web design and development, marketing services (SEO/SEM/PPC), and web strategy for businesses, while always managing projects on time and on budget. I specialize in full-stack web development which includes e-commerce websites (with administration tools), as well as creating content management systems (CMS) based websites for clients. Possess a strong ability to translate business needs into effective Web properties that optimize content and generate leads, all while creating an exceptional user experience. I also have built websites at clients' request using 3rd party web builders such as WordPress, Squarespace, GoDaddy, Magento, Drupal, Wix, Joomla, and Shopify.

SKILLS: Digital Marketing, Marketing Operations, Demand Generation, Database Design, Project Management, Email Marketing, Software Development, User Experience (UI/UX), API Development, Integration, Web Design, Web Strategy, CMS Design and Development, Microsoft SQL Server, Apache, IIS, Github, HTML5, JavaScript, jQuery, AJAX, XML, JSON, CSS, ColdFusion, ASP, PHP, SQL, MySQL

Lumension Security (formerly PatchLink)

Webmaster/Senior Developer

June 2004 - September 2006

Responsible for all development, functionality and maintenance of PatchLink.com, the corporate site of PatchLink, Inc, a security software firm located in Scottsdale, AZ. Converted previously HTML based site to be dynamically driven using ASP and SQL Server 2000. Some key projects included developing a login based Partner Portal, a web based content management system for updating the site, as well as responsibility of all Google Adwords/SEO functionality ("Patch Management" ranked No. 1 in organic search).

SKILLS: Digital Marketing, Marketing Operations, Database Design, Project Management, Email Marketing, User Experience (UI/UX), Integration, Web Design, Web Strategy, CMS Design and Development, Microsoft SQL Server, HTML5, JavaScript, jQuery, AJAX, XML, CSS, SQL, MySQL

Vcommerce (formerly Vstore)

Senior Web Developer

September 1999 - November 2003

Formerly known as Vstore, responsible for the creation and maintenance of the Vstore/Vcommerce eCommerce storefronts. Was also responsible for the integration of clients, both integrated and hosted to ensure the correct functionality of the system. Finally, was responsible for all aspects of the two corporate sites, Vcommerce.com and Vstore.com.

SKILLS: Project Management, User Experience (UI/UX), Integration, Web Design, Web Strategy, Microsoft SQL Server, Oracle, JavaScript, SQL, MySQL

Insight

Senior Web Developer

September 1997 - September 1999

In charge of all maintenance and additions for Insight.com, the e-commerce site of the computer reseller Insight. Using a proprietary site building language, responsible for updating the site to support over 10,000 computer products, and multi-million dollar sales.

SKILLS: Project Management, User Experience (UI/UX), API Development, Integration, Web Design, Web Strategy, Microsoft SQL Server, Oracle, JavaScript, XML, SQL, MySQL

Education

James Madison University

BBA, Productions Operations Management

September 1987 - June 1991

Certifications

Google Adwords Search Certification
Google Adwords Display Certification
Learning PPC with Google Ads
Online Marketing Foundations
Google Analytics Certification