ABOUT ME

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PROFILE

Accomplished **Web Developer, Designer, & Digital Marketer** with 17+ years of experience specializing in front-end dev and design. Working in a myriad of industries bringing an extraordinary attention to detail that leverages itself to technical, analytical, and problem-solving skills.

Well-versed in HTML, CSS, JS, HubSpot, WordPress, Salesforce, Paid & Organic Digital Marketing, Analytics, SEO, SEM, and more. Strong background in project management, digital marketing campaigns, internal and external customer support, and all stages of development from strategy, to design, to execution and launch, to debrief, and analytics.

SKILLS

- HTML5 / CSS3 / JS / jQuery / PHP
- Adobe Creative Suite
- CMS (WordPress | Drupal)
- HubSpot (CRM | Marketing | Sales | Automation)
- Salesforce (Lightning | Classic)
- Design (Photoshop | Illustrator | InDesign)
- Email Marketing (Design | Dev | Testing)
- Digital Marketing (SEO | SEM)
- Analytics (GA | Hotjar | Looker | DashThis)
- Marketing Campaigns (Paid | Organic | Social)
- Google (Tag Manager | Search Console | Ads)
- Video Tools (Vidyard | Dubb | Adobe Rush)
- Microsoft Suite

EDUCATION

2003 – 2007

ROCHESTER INSTITUTE OF TECHNOLOGY
Bachelor of Science, Graphic Media

MAJOR Graphic Media, Concentraton in Digital Asset Management
MINOR Science & Technology

JOHN TILLAPAUGH

DIGITAL MARKETER | *web developer & designer*

WORK EXPERIENCE

2020 NOW

Senior Web Designer & Developer, Digital Marketing
NantHealth
Lead Marketer, Web Developer, Designer, and Admin on main web properties, digital marketing campaigns, email marketing, and analytics. This includes the management of HubSpot CRM, Leads and MQLs, WordPress and Drupal websites, creation of custom landing pages, designing and sending email marketing campaigns, designing digital collateral and social graphics, PPC, SEO, Paid Social, Video Editing, and creating and analyzing custom reports, analytics, and dashboards. As a vital member of the Digital Marketing Team I collaborate with departments across the organization nationally and internationally.

- Led a **corporate website redesign, rebrand, and blog launch** in Feb. 2020 and June 2022—this resulted in web traffic growth YoY and a blog with 75+ original posts and 1k+ subscribers.
- Drove strategy and execution on driving **over 5k+ MQLs** for a variety of Product Lines in 2022.
- Implemented **HubSpot Lead Scoring and Salesforce Lead Assignment**. Built lists, behavoirs, converstions, actions, & workflow automations power this robust and intricate Lead Scoring assignment.

KEY RESPONSIBILITIES
- Lead point of contact on **HubSpot CRM**—Contact and List Management, Landing Page Development, Email Marketing Campaigns (*design to send*), Sales Tools, Workflows and Automation, Campaign Management, Social Media Management (*organic and paid*), Analytics (*custom reports and dashboards*)
- Digital and Brand **Marketing Campaign Strategy**, Development, Execution, and Analytics
- Continual refinement of **Lead Scoring, MQL Assignment, Workflows**—work closely with the Sales Team
- **Website Management and Administration**—nanthealth.com, Investors Site, HubSpot Landing Pages
- **Design**—digital collateral, display ads, blog, intranet, social media posts, and product portal ads
- **Manager of Digital Marketing Intern**

2018 2020

Web Designer & Developer, Digital Marketing
NantHealth
Web Developer, Designer, and Admin on main web properties and digital & email marketing campaigns. This includes the management of websites, HubSpot CRM, creation of custom landing pages, email marketing campaigns, graphic design, analytics, paid campaigns, and basic video editing.

2014 2018

Senior Associate, Strategic Communications
Opportunity Finance Network (OFN)
Lead Web Developer and Admin of all web properties. This included the management of Drupal & WordPress websites, creation of custom microsites, designing and sending email marketing campaigns, analyzing web stats, technical support, and administration of an online community. Over my tenure unique users to OFN's main property grew 130%, OFN's e-news digest subscriber list increased 278%, and targeted marketing emails increased by 45%. Launched a company blog, which saw a 31% decrease in Bounce Rate and a 120% increase in unique visitors. Helped launch OFN's Online Community, which has 10k+ Members. Critical in design and management of annual company industry held conference event.

2011 2014

Senior Web Designer & Developer
College of Southern Maryland
Daily management of the College's ever expanding web presence, which included CSMD.edu, a siie of 16,000+ pages, plus 20+ microsites. Lead on the College's Content Management Systems OpenText and CM1 Percussion, Web Governance Quality Assurance Software SiteImprove, and Online Academic Catalog Management Tool AcalogTM. As Web Applications Manager, I collaborated with staff, faculty, and students on a daily basis.

2013

Interim Director of Web Services
College of Southern Maryland
Led the web services team while overseeing the strategic direction and vision of the College's web presence. I was a vital member of the Web Council Committee with complete control over the direction of the website redesign. I continued to hold the role of Web Applications Manager simultaneously.

2006 2011

Web to Print Specialist ('06-'08) | Technical Support Rep ('08-'11)
Linemark Printing Inc.
Daily management of Linemark's Web-to-Print (W2P) system, websites, and all other e-business solutions: Digital Asset Management (DAM), E-Commerce Storefronts, and Fulfillment. As a Technical Support Rep, I interacted daily with clients and provided excellent, courteous, and timely technical support and customer service.

2005 2007

Digital Printing Applications Laboratory
Rochester Institute of Technology