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Top Skills

Web Development

Web Applications

jQuery

Certifications

Google Adwords Display
Certification

Online Marketing Foundations
(2018)

Learning PPC with Google Ads

Google Adwords Search Certification

Google Analytics Certification

Todd Sullivan

Web Development | Digital Marketing | Strategy & Operations |

Demand Gen | Mobile | Search/SEO/SEM | Analytics

Phoenix, Arizona, United States

Summary

An accomplished full-stack web technology expert with more than 25 years in the web technology software market. Proven success and track record in designing and developing Web applications and web strategy. Solid leadership skills combined with strong technical know-how and the ability to manage projects on time and on budget. 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.

Specialties include Full-stack development using various web technologies (ColdFusion, ASP, .Net, Javascript, Vue, NPM, XML/JSON/API/REST/AJAX), web application design and architecture (UI/UX), adaptive/responsive design (HTML, CSS, Javascript), web strategy, website analytics/analysis, Internet/digital marketing (lead generation/management, email marketing and ABM specific content, SEM/SEO, social media), Internet/eCommerce strategy, process and document management, content management, internationalization, database design and database administration (MS SQL Server, SQL, PL/SQL, Oracle), third party products (SalesForce, WordPress, Joomla, Wix, Drupal, Marketo, Eloqua, etc.) various web technologies such as version control (Git/GitHub) and emerging technologies and libraries like Node.js, React.js, Bootstrap, JQuery, etc.

Seeking a position of Director of Web Development/Digital Marketing or similar.

Experience

Marumba

Owner/Web Developer

September 1995 - Present (27 years 8 months)

As a freelancer and consultant, I provide cost-effective and compelling web design, marketing services (web strategy/SEO/SEM/PPC) for businesses and web development for businesses, from full-blown E-commerce packages to Information portals. Includes full-stack web development using various languages including ColdFusion, ASP, PHP and .NET and databases (MSSQL, MySQL).

Blue Yonder

Webmaster/Senior Developer

September 2006 - February 2023 (16 years 6 months)

The senior developer of a highly successful team in Web application development. Successfully led the design, development, and maintenance of Blue Yonder/JDA's 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. Responsibilities include managing the corporate website, partner portal, event websites, as well as various internal web applications. Developed the social media presence for the company (Facebook, Twitter, LinkedIn) as well as the analytics and pay-per-click programs. Solely developed an event administration system for our multiple corporate user conferences that handled the event website, registration, session scheduling, meeting scheduling, and employee scheduling of a 2500 person user conference. Over the years the tool has processed 24,000 registrations, collected almost \$12m and scheduled over 3000 sessions and 11000 client meetings. Created a task tracking application used to track the release cycle task administration of JDA's 150+ software products, which included almost 500 possible tasks for GTM, and 500+ employees. Also responsible for the administration and development of various 3rd party applications including SalesForce, Eloqua and Marketo including developing the templates used by the Product Marketing team for both ABM and lead generation campaigns.

Lumension Security (formerly PatchLink)

Webmaster/Senior Developer

July 2004 - September 2006 (2 years 3 months)

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).

Vstore/Vcommerce

Senior Web Developer

September 1999 - November 2003 (4 years 3 months)

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.

Insight

Senior Web Developer

September 1997 - September 1999 (2 years 1 month)

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.

Education

James Madison University

BBA, Productions Operations Management · (1987 - 1991)