

# JOHN TILLAPAUGH

*web developer*

ABOUT

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## ABOUT ME

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Seasoned **Web Developer** with 10 years of experience specializing in front end development. With an extraordinary attention to detail that leverages itself to technical, analytical, and problem-solving skills. Well versed in HTML, CSS, JS, Wordpress, Drupal, and more. Strong background in project management, customer support, and all stages of development.

## SKILLS

100%

HTML/CSS

100%

ADOBE CREATIVE SUITE

100%

WORDPRESS

95%

DRUPAL

100%

EMAIL MARKETING

### PROFICIENT IN THE FOLLOWING SOFTWARE

Adobe Creative Cloud Suite (*Photoshop, Illustrator, InDesign, Dreamweaver, Acrobat Pro*), Content Management Systems (*Wordpress, Drupal, EllisLab ExpressionEngine, RedDot, OpenText, CM1 Percussion, Acalog, BlackBaud NetCommunity*), Email Marketing Services (*Salesforce Marketing Cloud, ExactTarget, MailChimp, MailGun, MailJet, iContact, Litmus, Emails on Acid*), Google Analytics, Text Editors (*Sublime Text, Notepad++, Coda*), Microsoft Suite (*Word, Excel, PowerPoint, OneDrive, Office 365*), Project Management Tools (*Jive, Basecamp, Evernote, OneDrive*), Online Community Platforms (*Higher Logic*), Web Governance and Quality Assurance Tools (*SiteImprove*), QuarkXPress, Enfocus Pitstop, Kodak Prinergy, Novell Groupwise. Extensive interaction with both Mac and PC environments

### EXPERT IN THE FOLLOWING TECHNOLOGIES & CONCEPTS

HTML5, CSS3, Content Management Systems Strategy, Responsive Web Design, Javascript, PHP, JQuery, AJAX, Web Content Strategy, Website Development, Deployment, and Hosting, Web and Email Analytics, Web Governance, Personalized E-mail Marketing, Social Media, ListSrvs, Web-to-Print, Variable Data (VDP), XML, Database Management, Digital Asset Management, Direct Marketing Campaigns, PURLs, Color Management, Printing Technologies

## EMPLOYMENT

### ● OPPORTUNITY FINANCE NETWORK (OFN) FEBRUARY 2014-Present

#### TITLE: Senior Associate, Strategic Communications

Lead Web Developer and administrator of all web properties. This includes the management of Drupal and Wordpress websites, creation of custom microsites, designing and sending email marketing campaigns, analyzing web statistics, technical support, and administration of an online community. Over my tenure unique users to OFN's main property has grown 130%, OFN's e-news digest subscriber list has increased 278%, and targeted marketing emails has increased by 45%.

I led the design and implementation of the company blog, which has seen a 31% decrease in Bounce Rate and a 120% increase in unique visitors since launch. I also played a crucial role in launching OFN's Online Community, which has 10k Members. I customize a website and app (iOS & Android) yearly for OFN's Conference which garners a 80% attendee adoption rate. As a Senior Associate on the Strategic Communications team, I collaborate with departments across the organization and work hand-in-hand to accomplish customized web goals.

#### KEY RESPONSIBILITIES

- Lead Web Content Manager on all OFN's web properties.
- Creation of responsive, mobile, browser & device agnostic, microsites.
- Administration, Support, Maintenance of Content Management Systems to ensure content accuracy, quality, and brand consistency.
- Design and Deployment of direct e-mail marketing campaigns via Salesforce Marketing Cloud (formerly ExactTarget) and MailChimp.
- Creation of custom designed annual conference website.
- Management of conference app for iOS and Android (DoubleDutch, CVENT CrowdCompass)
- Ability to work on concurrent projects, troubleshoot various technical issues, manage my time efficiently, and be a self-starter & team player.
- Exposure to a mission-driven nonprofit organization that is the leader in the CDFI (Community Development Financial Institutions) Industry.

## EMPLOYMENT

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### ● COLLEGE OF SOUTHERN MARYLAND JUNE 2011-FEBRUARY 2014

#### TITLE: Web Applications Manager

Daily management of the College's ever expanding web presence, which included the main CSMD.edu site of 16,000+ pages, as well as 20+ microsites. I was the lead on the College's Content Management Systems OpenText and CM1 Percussion, Web Governance Quality Assurance Software SiteImprove, and Online Academic Catalog Management Tool Acalog™. As Web Applications Manager, I collaborated with staff, faculty, and students on a daily basis.

#### KEY RESPONSIBILITIES

- Support, Maintenance, and Development of all websites by ensuring page content, optimization, browser, and device compatibility.
- Utilized Web Governance & Quality Assurance tool SiteImprove to monitor and maintain content, information architecture, spelling errors, and broken links.
- Analyzed Web Analytics tools such as Google Analytics and Piwik for measuring web metrics, data, and statistics to make data driven decisions.
- Administration, Support, and Quality Control of the Online Academic Catalog Management Tool to ensure program and course information accuracy.
- Design, Development, and Deployment of custom forms including event registration and e-commerce transactions.
- Trained users on the Content Management Systems, Web Governance & Quality Assurance, Web Analytics, and Academic Catalog Management tools; therefore, helping them to effectively update, edit, add to, improve, and monitor their web content.
- Administration, Support, and Maintenance of the College's Event Calendar and Internal Intranet website.
- Administration and Support of the College's Emergency Management Tool e2Campus™. Seamless integration of important alerts and messages via the main College website, social media channels, and text messages.

### ● COLLEGE OF SOUTHERN MARYLAND MAY 2013-OCTOBER 2013

#### TITLE: Interim Director of Web Services

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, which gave me the skills to excel at time management and multitasking.

#### KEY RESPONSIBILITIES

- Strategic Direction and Vision of the College's web presence
- Continued Role and Responsibilities as Web Application Manager
- Web Services Team Manager and Lead
- Collaborated with different departments and vendors to meet custom goals

### ● LINEMARK PRINTING INC. JUNE 2008-JUNE 2011

#### TITLE: Technical Support Representative

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 Representative, I interacted daily with clients and provided excellent, courteous, and timely technical support and customer service.

#### KEY RESPONSIBILITIES

- Support and Development of Web-to-Print System
- Support and Maintenance of Digital Asset Management
- Technical Support on all e-Business Solutions
- Design and Implementation of e-Commerce Retail Storefronts
- Support, Maintenance and Development of all websites
- Daily Interaction and Immediate Resolution of Client Tech. Problems
- Design and Deployment of Direct E-mail Marketing Campaigns
- Support and Maintenance on Company IT Equipment

### ● LINEMARK PRINTING INC. MAY 2007-JUNE 2008

#### TITLE: Web to Print Specialist

Continued to develop, manage, and maintain Linemark's highly productive W2P system, which served over 80 clients, 24 hours a day, 365 days a year.

### ● LINEMARK PRINTING INC. SUMMER 2006-MAY 2007

#### TITLE: Cooperative Education Internship

Assisted in the development, implementation, and deployment of Linemark's new innovative Web-to-Print (W2P) system. Designed and created custom digital storefronts to allow clients access to procure print through their W2P system. Worked during the summer of 2006 and continued contracting while finishing college.

### ● ROCHESTER INSTITUTE OF TECHNOLOGY NOVEMBER 2005-MAY 2007

#### TITLE: Digital Printing Applications Laboratory

Performed maintenance on HP Indigo and Kodak NexPress digital presses, printed proofs for custom Pantone ink, created and formulated custom ink, performed paper trial certifications, created substrate profiles for Nexpress, ran student printing jobs, and cleaned and organized the lab daily.

## EDUCATION

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### ● ROCHESTER INSTITUTE OF TECHNOLOGY 2003-2007

Bachelor of Science, Graphic Media

**MAJOR:** Graphic Media, Concentration in Digital Asset Management

**MINOR:** Science & Technology