

Adam Aragon

Digital Marketing & Web Strategy

CONTACT INFO

Website:

[linkedin.com/in/adamaragon](https://www.linkedin.com/in/adamaragon)

- Experience with B2C, B2B, B2E, FinTech & SaaS Marketing, and the world of UB, UX, UI (User Behavior, User Experience, User Interface).
- 20+ years of Web Management & Development, 10+ years of Marketing, Digital Marketing, Digital Media, and Marketing Technology managing global web strategies & growth.
- Lauded for **positive**, **friendly**, and **excellent** verbal and written communication skills.
- Proven & extensive record of web creation, management, administration, and instruction.
- End-to-End designer & developer strong with Creative Design, Animation, CSS, XHTML, JS, and many other frameworks & languages.
- Design, maintenance, and implementation of over 1000 websites.
- Experience managing workflows and teams/agencies of various sizes in global tech/marketing environments.
- Extensive CMS & E-commerce experience, WordPress (Expert), Joomla, Drupal, Concrete, Magento, OpenCart, etc.
- Background in marketing-focused research, data analysis, statistics, and technology, able to grasp the 'big picture' for a company's goals & missions.
- Proficient in multiple hosting, DevOps, SaaS, CRM, and cloud environments including AWS, Google Cloud Platform (GCP), and various server configurations.

EXPERIENCE

ActiveCampaign (ActiveCampaign.com)

OCT 2020 - MAY 2022

Sr. Manager Digital & Web Experiences

ActiveCampaign is a Marketing Automation company that was built to give growing businesses (SMB, B2C, B2B) the tools they need to compete with even much larger companies. Our personalized, automation-first approach helps teams save time, connect with customers, and grow.

- Managing a team of 7+ Developers + Project Managers of varying skill levels, providing feedback, support, career pathways, and mentorship to multiple team members.
- Strategized and led a team (10+) through a complete overhaul & redesign of an enterprise-scale website consisting of over 55k URLs.
- Led cross-departmental efforts to overhaul project management techniques and software stack for a 100+ member marketing department.
- Integrated with SEO, Marketing Operations, Design, Product Managers, Executives, and Growth teams to ensure alignment and provably improve performance & optimization metrics by over 100% YoY.
- Deployed A/B testing and CRO methodologies to assist in leveling-up marketing technology integration with provable data science via Looker & Snowflake.
- Managed software & hardware stack with SRE & SecOps teams to meet stringent SOC2, GPRE, Legal, and Privacy standards for a 1000+ person company with clients as business owners across the globe.
- Worked closely with Localization & Internationalization teams to increase translated content & translation workflow. Led the spread of Localized SEO efforts into new markets in Ireland, Brazil, Germany, and Australia.

Carta Inc. (Carta.com)

JAN 2020 - OCT 2020

Sr. Marketing Technologist

Carta is on a mission to create more owners. With over 23,000 companies, more than one million investors, law firms, and employees on our platform, and a commitment to transparency and equality in equity— they're breaking the mold of how capital markets operate.

- Management of multiple agencies & developers, in a fast-paced & challenging environment.
- Strategized and led a team through a complete overhaul & redesign of an enterprise-scale website and launch of several new products & marketing initiatives for marketing & email campaigns.
- Provided scaling strategy, analytics, and design platforms to enable a fast-growing team of content providers, bloggers, writers, and marketers to integrate & improve marketing operations and overall metrics.
- Focus on integrating ClearBit, Marketo, Salesforce, and various marketing tech & automation platforms to increase MoM and YoY metrics by 25%
- Blazed a new path for UB/UX/UI (User Behavior, User Experience, User Interface), Managed SEO, Statistics, Analytics, and a variety of Engagement Metrics.
- Configuration of hosting & staging environments, developed a workflow for internal & external developers and content creators.

Anaplan Inc. (Anaplan.com)

MAY 2018 - JAN 2020

Senior Manager Web Development - San Francisco, CA

Anaplan is pioneering Connected Planning. The next essential software category that joins people together with data and plans to accelerate business success. A cloud-based, enterprise SaaS platform is transforming the way business decisions are made — everyday.

- Management of a group of developers of varying skill levels, providing feedback, support, career pathways, and mentorship to multiple team members.
- Strategized and led a team through a complete overhaul & redesign of an enterprise-scale website in advance of going IPO for a billion-dollar valued company.
- Provided scaling strategy, analytic and design platforms to enable a fast-growing team of content providers, bloggers, writers, and marketers.
- Managing a team of developers in US (on-site), India, Japan & Paris as well as contractors and firms locally to support complex technical solutions. Provided alignment between teams & company goals.
- Marketing Technology, User behavior, SEO, Statistics, Analytics and Bounce prevention; utilizing tools like HotJar, Google A/B etc.
- Configured optimization techniques for speed, reliability and failover utilizing CloudFlare, CDN, Edge solutions, multiple redundant servers and a complex tech stack for a goal up-time of 99.999%.
- TILT Training, Culture Development, RBL (Reality-Based Leadership) training and arranged regular team building events. Helped to foster a positive team environment that aligned with company values.
- Doubled output & improved visibility and tracking via project management techniques with Asana, WorkFront, Trello and various resource management software.
- Providing routing and point of contact for 1000+ employee company for all needs regarding the main site, event sites, micro-sites, and marketing landing & event pages.

Apttus Corp (Apttus.com)

SEPT 2015 - MAY 2018

Front-End Developer / Martech - San Mateo, CA

Apttus, the leading Quote-to-Cash (QTC) software provider, driving the vital business processes between a buyer's interest and the realization of revenue. Fueled by the Apttus

Intelligent Cloud, which maximizes the entire revenue operation by streamlining and improving business processes, aligning and driving revenue winning behaviors and recommending relevant, intelligent actions.

- Primary web developer, strategist and designer for a valued billion-dollar "Unicorn" start-up.
- Integration with Marketo based technology as well as Salesforce and Dynamics CRM.
- Provided scaling strategy and new development platforms to enable a fast-growing team of content providers.
- Implemented visual tools to empower bloggers, content creators and product team to generate their own content.
- Managing a team of developers in India & London as well as contractors and firms locally to support complex technical solutions.
- Marketing Technology, User behavior, SEO, Statistics, Analytics and Bounce prevention; live-chat and AI chat bot tools customized and created for a specialized market.
- Configured and implemented physical and cloud based hosting (AWS, WP-Engine, Digital Ocean).
- Amazon AWS, Digital Ocean, and custom bare-metal servers for various purposes.
- Configured Clarizen, BaseCamp, Asana and other workflow & project based solutions for various teams.
- Defined as a Marketing Technologist and "Solution Engine" providing primary point-of-contact support for a 1000+ employee companies digital & web needs as well as a marketing team of 50+.

Pearson Educational / Pearson Foundation / Apple Inc.

APR 2014 TO DEC 2014

Studio Designer & Unit Assembly - Mill Valley, CA

Pearson is the world's leading education company. From pre-school to high school, early learning to professional certification, our curriculum materials, multimedia learning tools, and testing programs help to educate millions of people worldwide - more than any other private enterprise.

Mission: Assisted in management & execution of the Apple partnered program to create K-12 Digital iPad versions of textbooks for several major US school districts.

- Project management enablement working with Apple & Pearson partnership.
- Managing AGILE workflow and supervision of several content production artists.
- CSS / HTML / EBOOK / EPUB coding and design guideline creation.
- Interactive Cocoa, Javascript, and HTML5 software testing, bug-testing, and reporting on touch platforms.
- Illustrator vector image manipulation and InDesign template creation & editing.
- Creation of original layouts, graphics, icons, and UI/UX elements for widespread usage.
- Asset Management & DAM (digital asset management) systems structure & configuration.
- Asset Creation, testing & assembly in iPad, Surface, PC/MAC, & browser-based platforms.

Zenergy Works SEO (ZenergyWorks.com)

2010 TO 2013

SEO Specialist & Web Developer - Santa Rosa, CA

Zenergy Works provides a full range of services in Web Design, Search Engine Optimization (SEO), Pay Per Click Management (PPC/Comparison Shopping)

- Solutions for Email Marketing, Online Reputation Management, Blog Creation.
- Social Media Marketing (Myspace, Facebook, Digg, Squidoo, etc).
- Utilizing XML Sitemaps, Back/Cross-linking, Meta enhancement, and keyword research using modern techniques and combining them with traditional internet marketing tactics

to deliver the best results for clients.

- Driving targeted traffic to sites with a combination of On-Page SEO and Off-Page SEO.
- Personally provided production web development & design for over 300+ sites & clients from the ground up.
- Established design protocols, hosting protocols, and CMS management methods for a team of 10 developers supporting over 2000+ clients.
- PSD to HTML/CSS to Wordpress templating & site creation.
- Creation, editing, and customization of several E-commerce platforms (ZenCart, PrestaShop, Magento, Shopify, WooCommerce, and OpenCart).

Benchmark Lending Group

2005 TO 2009

Webmaster - Santa Rosa, CA

- Re-designed and maintained a high-traffic loan/financial site.
- Funnel optimization & Conversion rate optimization increased by over 40% YoY.
- Strategized web & digital marketing and SEO optimization plans for multi-year profit uptick.
- Integra/Destiny – loan origination software technician training.
- Created corporate Intranet/Extranet for internal restructuring project.
- Saved \$270,000 for the company yearly using proven metrics.

MainGate MRIN (US Military Relocation Project)

1999 TO 2001

Director of MultiMedia - Jacksonville, FL

Joint project with the US Military, US Department of Defense and the newly formed MRIN network

- Managed a group of 12+ Developers and Flash Designers for the DoD / US Military.
- Traveled to over 50 US Military bases as liason for Department of Defense for research and data correlation.
- Worked with famed advertising firm Ogilvy & Mather on Print/Web Media.
- Market Research and Focus Groups for Tech Products.
- Created Flash / Graphics / Web Layouts for Variety of Projects.
- Created ColdFusion integration solutions for a large-scale, military vertical portal site.

WRITING

Writing Experience

Blogger / Journalist / Reviewer

- Editor & Tech Journalist – LustGadget.com
- Writer & Software Review - GamerNode.com
- Technical Writer & Tutorial Writer

MARKETING

Marketing Experience

Market Research / SEO

- Market Research Manager – Cunningham Field Services (*Market Research Facility, Santa Rosa, CA*)
- Marketing Facilitator – MainGate.com (*Military Multimedia Focus Groups, Jacksonville, FL*)
- Guest Speaker – Market Research (*Sonoma State University, Rohnert Park, CA. | 2004*)
- SEO Specialist - Including SEO, SEM, Paid and Organic growth (*Zenergy Works*)

EDUCATION

Computer Science Major

Certifications & Educational Experience

- **Computer Science Major (AS)** - Santa Rosa Junior College, (*Santa Rosa, CA | 2001-2003*)
- **Private Classes** – SF Writers Workshops, (*SF & NY State University, CA/NY | 2005*)
- **AutoCAD Certification** – Circuit Riders Design, (*Windsor, CA | 2000*)
- **Media & Web Certifications** - Media, TV Broadcasting, Web Design, (*Santa Rosa Junior College, CA 1999-2000*)
- **Windsor High School** – Technical Program – Computer Science Prep (*Windsor, CA. 1998*)

SKILLS

Creative & Technical Skills

Adobe Creative Cloud Expert	XHTML & HTML 5
Adobe Photoshop (Advanced)	CSS / SCSS / Sass / Less
Adobe Vector & SVG Animation	PSD & Figma to HTML/CSS/JS
Adobe Illustrator & Vector Design	Wordpress Expert
Adobe InDesign, XD, Premiere	Wordpress Template Creation
Content Development & Creation	Wordpress MultiSite Hosting
Salesforce & Dynamics CRM Administration	Wordpress Plugin Customization & Creation
Front-End Frameworks (React/JS)	Google Analytics, Google AB Testing
Microsoft Office 365 Suite (Advanced)	AGILE Workflow Techniques
Social Network Creation	ActionScript (v2/v3) Flash Scripting
IT and Troubleshooting (Advanced)	MySQL / MsSQL Databases
AWS, SaaS and Cloud hosting technology	Strategic Site Scaling
Search Engine Optimization (SEO) + SEM	Apache & Nginx Servers
Google 'G Suite' Administration	JQuery & JavaScript Effects
Marketo Administration and Integration	Mobile & Responsive Development
Optimizely, HotJar & User Behavior Testing for CRO (Conversion Rate Optimization)	Experienced with 40+ CMS systems from Open-Source to Enterprise level
Sound Editing (Adobe Audition / Audacity / Reason)	Project Management via BaseCamp, Clarizen, Asana, Workfront, Wrike, and more
Video Editing (Premiere, Final Cut, iMovie)	Git & SVN Technologies
PC, Mac & Linux OS Savvy	eCommerce Systems Management