

Craig James Marolf

Website Development Lead/Marketing Technology Strategist

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Skilled critical thinker and action oriented web development leader adept in strategic planning, data analysis, and project management. Drives operational efficiency with strong cross-functional team coordination capabilities and subject matter expertise in devops, marketing, and information technology.

Seeking a Website Development Lead role with a growing medium/large business as a technical servant-leader and member of a marketing team. Extensive experience may allow for suitability in a number of roles or increased responsibility in addition to the requirements of the role applied for.

CERTIFICATIONS

Google Project Management

Est. Completion Date Nov 2024

IN PROGRESS

Google Data Analytics

Est. Completion Date Sep 2024

IN PROGRESS

Google Digital Marketing & E-Commerce

Est. Completion Date Sep 2024

IN PROGRESS

Google Analytics

Current - Renewed Aug 2024

Google AdWords

Current - Renewed Aug 2024

TRAINING

Leadership Development

US Army NCO Academy

Geospatial Intelligence Analysis

National Security Agency (NSA)

Overhead Collection Management

United States Defense Intelligence Agency

Intelligence Analysis and Reporting

United States Army

EXPERTISE

Web Development

CSS, GSAP, HTML, Javascript, JSON, PHP, Python, React, SQL, XML

Cloud/Hosted Site Builders

Hubspot, Shopify, Webflow

Web Development Adjacent

3rd Party API Integrations, Git/Version Control, Storage/S3

Web Hosting/Systems Admin

Apache/Litespeed, CDN/Cloudflare, DNS Management, Linux (Ubuntu), MySQL/MariaDB, NGINX, Security, Web Application Firewalls (WAF)

Design - Web and UI

Conceptualization, GSAP Animation, Strategy, Mockups, Prototyping, SVG Animation

Design - Marketing Assets

Email/Newsletter, Graphic Design, Landing Pages, Mobile Apps, Motion Graphics, Photo Editing/Retouching, Print (Brochures, Posters), Video Editing

Regulatory and Legal

Web Content Accessibility Guidelines (WCAG), Creative Commons

WordPress

[Core] Security, Updates, Performance, Permissions

[Plugins] ACF Pro, FacetWP, Gravity Forms, Rank Math

[Themes/Frameworks] Bricks, Divi, Elementor, Genesis, Gutenberg

Productivity Software

Asana, Discord, Google Workspace, Jira, Microsoft Office, Microsoft Teams, Slack, Trello, Wrike

CRM Software

Hubspot CRM, Microsoft Power Apps, Microsoft SharePoint, OpenAI, Perflex CRM, Salesforce (Pardot)

Analytics Software

[Data] PowerBI, Tableau

[Marketing] Google Analytics, Hotjar, Leapfrog

[Monitoring] Datadog, Newrelic

[Performance] GTMetrix, Pagespeed Insights, Pingdom

[SEO] Google Search Console, MOZ, SEM Rush

EXPERIENCE

Lead Web Developer/Web Operations Strategist

Stackpilot - Tampa, FL and San Diego, CA

MAY 2016

CURRENT

- Conducted full-cycle development, optimization, management, and support of WordPress and cloud-based hosting environments for marketing agencies and global enterprises. Analyzed marketing campaign effectiveness to refine and improve consumer-facing assets through effective use of test tools and analytics software, gaining key insights to consumer behavior to improve conversion rates.
- Conceptualized and implemented multi-tenant managed WordPress cloud hosting environments across multiple regional data centers and a content delivery network, ensuring fast, reliable, and secure web hosting for website development companies, marketing agencies, and high-profile clients, maximizing profits while reducing instances of support requests.
- Developed comprehensive Managed WordPress service plans for 300+ websites, implementing automated backups, malware scanning, and uptime monitoring with multi-channel notifications; supported all aspects of advanced WordPress environments, reducing and optimizing vendor relationships to decrease website operation expenses.
- Established and managed a CRM and automated billing system to streamline monthly payments and support for marketing agency clients. Worked with agencies to take ownership of 100+ client billing and support relationships, strengthening trust and generating new opportunities for collaboration.
- Developed and managed a network of multilingual WordPress sites for a customer experience (CX) company. Demonstrated extraordinary adaptability and flexibility by working with global leaders and marketing teams across 23 countries to maximize sales and contact center recruiting campaign effectiveness, indirectly contributing to client's 165% stock price increase (NYSE: SYKE) from 2014 to 2021.
- Led efforts to incorporate new services into the enterprise website network during major brand acquisitions totaling \$500M over a seven year period. Implemented comprehensive redirect strategies to mitigate potential conversion loss. Analyzed visitor metrics and advised content creators on effective and cohesive data driven content strategies, increasing conversion rates.

Lead Web Developer/Managing Partner

Vibe Digital Media - St. Petersburg, FL

NOV 2011

MAY 2016

- Conceptualized, planned, produced, and maintained website packages to support client marketing and advertising efforts. Oversaw the development and implementation of digital media campaigns centered around websites and landing pages. Mentored and trained staff in web development, graphic design, and account management.
- Established accounts and developed service plans for websites and digital media packages, driving customer growth for over 30 companies in the Tampa Bay Area.
- Developed white-label hosting and WordPress management packages for local agencies and developers, transforming competitors into partners and fostering a collaborative environment with team-oriented objectives and sales goals.
- Created 100 WordPress websites, including WooCommerce stores, event ticketing systems, and food delivery services. Provided comprehensive consulting and development support for WordPress websites and third-party integrations to enhance marketing efforts.
- Advised and assisted on the user experience (UX) and user interface (UI) design of a SaaS product for predictive analytics software bringing a minimum viable product (MVP) to market in 90 days.

Intelligence Collection Requirements Manager

US Special Operations Command, Chenega Federal - Tampa, FL

JUL 2010

AUG 2011

- Supported the JMISC Research & Analysis Division by preparing, validating, and submitting time-sensitive Signals Intelligence (SIGINT) collection requirements, solving problems including identifying collection gaps in overhead SIGINT missions.
- Pioneered the first SIGINT collection requirement in support of MISO, leveraging national assets to provide situational awareness regarding the influence of government agencies and terrorist organizations on the population.

LEADERSHIP

[Military] Mission NCOIC

US Army

Responsible for the mission readiness and well-being of 12 SIGINT Analysts during a deployment to Iraq. Planned and coordinated collection efforts with theater analyst cells and represented the aerial reconnaissance unit while traveling throughout the area of responsibility for meetings and briefings.

[Military] Platoon Sergeant

US Army

Oversaw the day-to-day operations and activities of 50+ military intelligence personnel, including professional development, training, physical fitness, and administrative matters.

[Military] Squad Leader

US Army

Managed and directed a squad of 12 SIGINT Analysts consisting of two teams. Mentored team leaders and helped prepare soldiers for promotion boards; streamlined and optimized daily schedules to maximize soldiers' professional growth and mission readiness.

[Nonprofit] Board Member

Operation Coexist

Directed marketing efforts and brand development for the nonprofit while producing concerts with regional and national recording artists to raise money for music programs benefiting children in foster care.

[Nonprofit] Marketing Committee

St. Pete Arts Alliance

Oversaw and contributed to marketing efforts and digital assets, making recommendations to the board of directors to help drive the advertising and marketing budget to improve the city's position as an arts destination.

REFERENCES

Available Upon Request

Available Upon Request

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ADDITIONAL NOTES

Willing to Relocate

Will consider relocating to select cities/areas of the southwest United States.

Willing to Travel

Available to travel regularly for work. This includes travel to headquarters as a remote worker, conferences, training, sales/marketing account support, etc.

Willing to Work Outside of Business Hours

Will support requirements in shift work capacity and be available outside of business hours (on-call) if needed.

Operations Watch Officer and Requirements Manager

NOV 2008

JUL 2010

US Central Command Intelligence Directorate, iBaset - Tampa, FL

- Supported the Intelligence, Surveillance, Reconnaissance Division by preparing, validating, and submitting time-sensitive Signals Intelligence (SIGINT) collection requirements.
- Maintained metrics to assess the efficiency and effectiveness of SIGINT collection requirements. Coordinated closely with senior collection managers at NGA, NSA, DIA, CIA, and US Navy, directly contributing to the success of the US CENTCOM mission.
- Fostered dynamic working relationships and collaboration on collection capabilities. Enhanced the development of requirements by assessing collection posture and capabilities against intelligence needs, partnering with collectors to promote organizational requirements while anticipating the needs of upcoming operations.
- Confidently communicated SIGINT collection requirements, contributing to efficient and thorough airborne and overhead tasking, optimized to collect critical data for intelligence analysts.
- Selected as the SIGINT Subject Matter Expert (SME) for a highly-sensitive Operation Plan critical to the national security of the United States and the international community. Authored the SIGINT appendix, outlining the intelligence cycle for SIGINT collection from end to end, should the US and its allies need to implement.
- Developed a standard operating procedure for an integral collection management publication and briefing, providing Intelligence Directorate with vital mission summaries and daily SIGINT collection operation projections based on tactical and strategic asset status.

Senior Signals Intelligence Analyst / Squad Leader

NOV 2002

JUL 2008

US Army - Various US Locations and Balad, Iraq

- Supported various Army and Marine Corps elements with research, analysis, and reporting of information critical to tactical operational planning.
- Demonstrated the ability to manage by leading a team of intelligence analysts conducting research on high value targets and their networks. Gathered, analyzed, and interpreted intercepted messages and geospatial data. Endeavored to take full ownership of mission critical reporting.
- Created and introduced a Standard Operating Procedure for reporting time-sensitive material. Identified targets and determined communication patterns. Managed and updated multiple mission databases and daily operations statistics.
- Prepared and presented technical and tactical reports and briefings to key decision makers, field operations, and national-level consumers, improving information landscape to maximize operational success while reducing mission risk.
- Selected as the Noncommissioned Officer in Charge (NCOIC) of an Aerial Reconnaissance Support Team, supporting combat operations during Operation Iraqi Freedom; awarded the Army Achievement Medal (AAM) and Iraq Campaign Medal (ICM).
- Developed a training curriculum and standard operating procedures for unique capabilities-based rotations, improving analyst readiness and mission continuity, mitigating potential loss of critical intelligence collection and reporting.
- Prioritized and distributed over 350 time-sensitive reports with a 96% accuracy rating keeping tactical and strategic intelligence consumers apprised of the rapidly-changing battlefield landscape during ground operations during Operation Iraqi Freedom; awarded the Army Achievement Medal (AAM).
- Served as Traffic Identification Operator, establishing policies for prioritizing and distributing reports, resulting in increased timeliness of actionable intelligence. Unit awarded the Meritorious Unit Commendation; awarded the Army Achievement Medal (AAM).
- Drafted over 1,000 time-sensitive intelligence reports with an accuracy rate of 97% in support of ground operations during Operation Enduring Freedom; awarded the Army Achievement Medal (AAM).
- Developed an innovative intelligence product bridging the gap between Guardrail Common Sensor (GRCS) and national-level SCI products, focused on informing commanders of imminent threats and exploiting new insurgent groups at the collateral level.
- Established a SIGINT reporting cell for the National Security Agency in support of combat operations during Operation Enduring Freedom, provided consistent translated messages and articulate reporting to key stakeholders, demonstrating strong team leadership skills while producing critical intelligence reporting.

