Craig James Marolf
Web Development Lead/Marketing Technology Strategist

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Action-oriented master problem solver and marketing technology subject matter expert with 20+ years experience serving in strategic and technical roles as a developer, designer, and analyst driving operational efficiency with measurable results. Effective communicator with strong cross-functional team coordination capabilities bridging the gap between marketers, developers and information technologists. Dedicated servant leader well-suited for positions as a lead developer or website manager supporting marketing, design/development, and information technology efforts.

SKILLS

Analytics **[Marketing]** Google Analytics, Plausable, Matamo, Hotjar, Leapfrog   **[Monitoring]** Datadog, Newrelic   **[SEO]** Google Search Console, MOZ, SEM Rush   **[Software]** PowerBI, Tableau, Looker

Design **[Principles]** Brand Management, Prototyping, Creative Strategy, SVG Animation, User Interface (UI), User Experience (UX), Web Animation, Wireframing   **[Products]** Websites, Landing Pages, Dashboards, Email/Newsletter, Marketing Collateral (Graphic Design)   **[Software]** Adobe Creative Suite, Figma

Development **[CMS]** ExpressionEngine, Drupal, Joomla, Magento, Webflow, WordPress   **[Ecommerce]** Magento, Shopify, Woocommerce   **[Languages/Libraries]** CSS, GSAP, HTML, Javascript, JSON, PHP, Python, React, SQL, XML   **[Performance]** Caching, Minification, Image optimization, GTMetrix, Pagespeed Insights, Pingdom   **[Regulatory]** Web Content Accessibility Guidelines (WCAG), General Data Protection Regulation (GDPR), GNU General Public License(GPL)   **[Other]** 3rd Party API Integrations, Command-Lne Interface (CLI WP-CLI), Git/Version Control, Storage/S3, Command-Lne Interface (CLI WP-CLI), Google Developer Console

Lead Generation **[Principles]** Content Strategy, Conversion Rate Optimization (CRO), Search Engine Optimization (SEO)   **[Software]** Hubspot CRM, Microsoft Power Apps, Microsoft SharePoint, Perfex CRM, Salesforce

Productivity **[Software]** Asana, Discord, Google Workspace, Jira, Microsoft Office, Microsoft Teams, Slack, Trello, Wrike

Web Hosting **[Network]** DNS Management, Linux (Ubuntu), CDN/Cloudflare MySQL/MariaDB, NGINX, Security, Web Application Firewalls (WAF)   **[Webserver]** Apache/Litespeed, NGINX

WordPress **[Core]** Security, Updates, Performance, Permissions   **[Plugins]** ACF Pro, FacetWP, Gravity Forms, Rank Math   **[Themes/Frameworks]** Bricks, Divi, Elementor, Genesis, Gutenberg FSE

EXPERIENCE

Lead Web Developer/Client Web Operations Strategist
MAY 2016 — PRESENT

Stackpilot - Tampa, FL and San Diego, CA

- 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.

- 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.

- Trained agency team members and their clients on WordPress operations and proper content management techniques to improve long-term website integrity. Developed standard operating procedures for publishing, organizing, and optimizing content, reducing support requests and improving WordPress DevOps and scalability.

Lead Web Developer/Managing Partner
NOV 2011 — MAY 2016

Vibe Digital Media - St. Petersburg, FL

- 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.

- 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.

PAST EXPERIENCE

Intelligence Collection Requirements Manager
US Special Operations Command, Chenega Federal - Tampa, FL

Operations Watch Officer and Requirements Manager
US Central Command Intelligence Directorate, iBaset - Tampa, FL

Senior Signals Intelligence Analyst / Squad Leader
US Army - Various US Locations and Balad, Iraq

LEADERSHIP

[Military] Mission NCOIC
US Army | Balad, Iraq

[Military] Platoon Sergeant
US Army | Hunter Army Airfield, GA

[Military] Squad Leader
US Army | Hunter Army Airfield, GA

[Nonprofit] Board Member
Operation Coexist | St. Petersburg FL

[Nonprofit] Marketing Committee
St. Pete Arts Alliance | St. Petersburg FL

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Website   →
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