TEXAS HEALTH RESOURCES – DALLAS, TX   **JAN 2012 – FEB 2018**

Web Developer and Digital Marketing Manager

- Implementation of consumer website - www.THPG.org - a single consumer / physician portal that consolidated more than 200 individual websites onto one HIPPA security compliant SharePoint 2010 ASP.NET environment, serving .ASPX web pages. This project required overall expertise with the LAMP Stack, Windows Server 2003 and 2008, along with knowledge of Java, jQuery, HTML, PHP, and CSS.

- Expert level knowledge of SharePoint Designer, SharePoint 2010, Microsoft Visual Studio, and the Adobe CS products, including ·   Advanced skillset and experience with Adobe Creative Suite including InDesign, Photoshop, Illustrator

- Produced corporate videos using Adobe CS tools such as Premiere, After Effects, and Animate.

- Collaborated with executive leadership and website stakeholders to develop, revamp, and deploy a new corporate identity.

- Development of personalized web content and A / B testing using Crownpeak.

- Front-End design and development of more than 200 websites on numerous platforms using multiple languages including: HTML5 and PHP - hand coding HTML and CSS.

- Understanding of JavaScript and jQuery libraries - .NET (enhanced current web application, migrating it from Windows Server 2003 to Windows Server 2008 R2), MySQL / PHP (WordPress implementation and development) - .ASPX (SharePoint 2010).

- Responsible for functionality and content of two main websites for Texas Health Resources: thpg.org and texashealth.org.

- Supported digital strategies and drive execution of web updates, Marketo and Salesforce management, social media campaigns and online advertising to increase exposure and engagement with healthcare professionals

- Managed domains, hosting, content, and messaging for physician websites across numerous platforms and Content Management Systems including WordPress, Joomla, Drupal, Adobe Experience Manager, plus other proprietary systems. Also utilized cloud servers, storage, and cloud websites to maximize hosting capacities.

- Responsible for implementing transactional security protocols on numerous servers and gateways that processed millions of dollars per week. Confidential PHI and HIPPA information were also secured on these servers.

- Development of Spanish content for web pages and PPC forms for Hispanic marketing and initiatives.

EDUCATION

Bachelor of Science, Advertising and Marketing
Concentration, Computer Science
University of Kansas – Lawrence, KS

GILEAD SCIENCES – FOSTER CITY, CA   **SEP 2021 – APR 2022**

Web Engineer – AWS Integration and Migration Team (Contract)

- Develop CI / CD pipeline in accordance with Gilead's requirements, using pipeline deployment programs such as Atlassian (Terraform, YAML, and Python) along with Big Data tools such as Apache Spark and Scala.
- Deploy and optimize websites using modern web development languages including JavaScript, PHP, and modern HTML/CSS applications
- Partner with stakeholders and IT development teams for user acceptance testing and implementation.
- Work with third parties to resolve website integration, platform, and functionality issues.
- Ensure Marketo / Salesforce forms and additional marketing automation tools integrate properly into website.
- Provide troubleshooting, functionality, and site enhancements working with various stakeholders.

SOLERA HOLDINGS – DALLAS, TX   **FEB 2020 – SEP 2021**

Global Web Developer and Technology Solutions Manager | Global Marketing

- Technology leader in building out integrations and flows from emails and landing pages to Marketo and Salesforce.
- Enterprise-level website creation and design using WordPress, Kinteco, Drupal, Joomla, and other proprietary platforms.
- Design / development required extensive knowledge of the Adobe Creative Suite.
- Provided technology solutions for global marketing team by identifying needs and implementing solutions through collaboration with numerous cross-functional teams to code and develop custom email templates and landing pages.
- Developed, deployed, and optimized Solera websites - coding in HTML/CSS, JavaScript, and PHP.
  Served as a visionary for digital content, analytics, and website development strategy, acting as a proactive subject matter expert in digital media working with agencies, and cross-functional teams in Solera's highly matrixed organization.
- Stayed abreast of technological advancements and trends in both digital and print space, and collaborate on the research, procurement, and implementation of present and emerging design technologies.
- In conjunction with the CMO, evaluate and implement websites for the company on new platforms and channels. Think strategically and apply market techniques to increase visibility, boost traffic, engage with constituents and measure impact of campaigns.
- Led digital analytics and sales metrics reporting, including Google Analytics, Google Tag Manager, Marketo, Unbounce, Salesforce, Hootsuite, and audience survey forms to provide the BI team with accurate analytics.

TARGETBASE – DALLAS, TX   **DEC 2018**

Senior Web Developer (Contract)

- Worked with IT and email marketing group to develop a website in Drupal, pulling from a client database to design highly customized dynamic content.
- Worked in Visual Studio and SQL Server Studio, involved in implementation, troubleshooting and coding of client web sites on .Net platforms. These websites were high visibility projects and require collaboration with multiple internal stakeholders, adhered to tight deadlines.

PHILLIP SCHWARTZKOPF

KEY SKILLS SUMMARY

A skilled designer with expertise in digital and print, including brochures, large format graphics, advertising, and other promotional materials.	Extensive experience with Adobe Creative Suite allows me to integrate optimized graphics into my web and print designs.	Successful history driving SEO / SEM campaigns, both internally and with 3rd party vendors. As well as PPC, AdWords, keywords, organic search engine growth, and Social Media integration.
Extensive experience with multiple CMS platforms including WordPress, Drupal, Joomla as well as marketing automation platforms such as Pimcore, Contentful, and Pimcore (similar to DotCMS).	Thorough knowledge of modern web design that supports cross-browser compatibility, along with expertise of front-end technologies including PHP, HTML and leveraging CSS and CSS preprocessors to optimize style sheets.	Skilled in proofreading and collaborating with numerous cross-function stakeholders to maintain brand standards.

PROFESSIONAL EXPERIENCE

System PAVERS – SANTA ANA, CA   *OCT 2023 – DEC 2023*

Web Developer – Contract role to assist in extensive launch initiatives for new website

- Led launch of new SystemPavers.com website, replacing proprietary web platform with Contentful CMS to provide marketing with dynamic content capabilities, interactive forms, and much easier content creation without needing IT resources.
- Worked with designers, product teams, and SMEs to focus on developing UIs to create an excellent overall UX on the newly launched website.
- Worked on integration with Microsoft Dynamics platform, transitioning and developing new backend APIs for improved front-end functionality.
- Develop email, SMS campaigns and landing pages using Attentive and Omnisend platforms, creating designs that matched corporate brand standards.

STANDARD BIO – SOUTH SAN FRANCISCO, CA   **APR 2022 – JUN 2023**

Web Admin & Salesforce/Pardot Engineer

- Rebrand and restructure of Fluidigm.com to new StardardBio.com requirements using Pimcore CMS along with customized JavaScript and jQuery applications.
- Update and develop websites across various PHP platforms as well as .Net applications as needed.
- Partner with Marketing Executive Management, High-level Sales stakeholders and sales to ensure website adheres to new brand standards.
- Work with third parties to resolve website integration, platform, and design issues.
- Provide Salesforce troubleshooting, functionality, and integration working across numerous departments and multiple stakeholders.