Todd Sullivan

Full-Stack Web Developer & Digital Solutions Architect

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Summary

Full-stack web developer and digital solutions architect with over 25 years of experience designing, building, and maintaining complex web applications, CMS platforms, and enterprise integrations. Proficient across a broad technology stack including JavaScript, ColdFusion, ASP/.NET, Vue, HTML /CSS, SQL, and REST/API development. Deep experience architecting database-driven applications, custom CMS solutions, and third-party platform integrations with tools like Salesforce, Marketo, Eloqua, and 6sense. Skilled in UX/UI design, eCommerce development, and building scalable web systems that support marketing, sales, and operations at the enterprise level. Experienced across CMS platforms including WordPress, Drupal, Sitecore, Wix, Shopify, and Squarespace. Passionate about integrating AI and automation tools - including ChatGPT, Claude, and n8n - to accelerate development cycles, automate repetitive workflows, and deliver smarter, faster solutions.

Experience

Marumba

Owner / Full-Stack Developer & Solutions Architect

September 1995 - Present (30 years, 7 months)

Founded and operate a full-service web development consultancy, delivering custom-built web applications, CMS implementations, API integrations, and end-to-end digital solutions for clients ranging from small businesses to enterprise organizations.

- Develop custom websites and web applications using JavaScript, Vue.js, ColdFusion, HTML/CSS, and SQL - architecting solutions tailored to each client's functional and business requirements.
- Build and maintain CMS-driven sites across WordPress, Drupal, Wix, Shopify, Squarespace, and GoDaddy, implementing custom themes, plugins, and integrations to extend platform capabilities.
- Design and develop REST API integrations connecting web platforms to third-party tools including Salesforce, Marketo, Eloqua, and Google Analytics, ensuring seamless data exchange across systems.
- Architect database schemas and develop SQL-driven backend systems to support dynamic web applications, reporting tools, and data management workflows.
- Apply UX/UI design principles throughout the development process, creating intuitive user experiences that balance aesthetic design with functional performance.
- Integrate AI and automation platforms (ChatGPT, Claude, n8n) into development workflows to accelerate elivery, automaterepetitive tasks, and build intelligent, scalable solutions for clients.

Key Skills: *JavaScript, Vue.js, ColdFusion, HTML/CSS, SQL, REST API, Salesforce, Marketo, Hubspot, WordPress, Drupal, Shopify, Google Analytics, Semrush , Yoast SEO, ChatGPT, Claude, n8n*

Blue Yonder (formerly JDA Software)

Lead Developer / Senior Webmaster

September 2006 - February 2023 (16 years, 5 months)

Served as the lead developer and technical architect for all customer-facing web properties and internal web applications at a global B2B supply chain software company, owning the full development lifecycle from architecture through deployment and ongoing maintenance.

- Architected and led the full redevelopment of Blue Yonder's corporate website (jda.com), designing a new system architecture that reduced development time, shortened maintenance cycles, and increased qualified lead generation.
- Solely designed and developed a proprietary Event Administration System supporting a 2,500-person annual user conference - encompassing event websites, online registration, session scheduling, client meeting scheduling, and employee coordination. Over its lifetime, the system processed 24,000 registrations, collected nearly $12M, scheduled 3,000+ sessions, and managed 11,000+ client meetings.
- Built a Release Cycle Task Tracking application to manage GTM task administration across 150+ software products, coordinating ~500 tasks per release cycle and supporting 500+ employees across teams.

- Developed deep Salesforce integration into the corporate website, leveraging contact and account data to deliver personalized web experiences for known users and support ABM initiatives.
- Administered and developed within enterprise MarTech platforms including Marketo, Eloqua, Sitecore, and 6sense - building landing pages, email templates, and custom integrations to support marketing campaign operations.
- Implemented Google Analytics across all corporate web properties and developed the Google Ads infrastructure, establishing tracking, conversion goals, and reporting dashboards for marketing performance.
- Initiated a Marketing Data Lake project to consolidate data from all marketing and web platforms into a unified reporting environment, improving attribution visibility and enabling cross-channel analysis.

Key Skills: *ColdFusion, JavaScript, SQL, HTML/CSS, Salesforce, Marketo, Eloqua, Sitecore, 6sense, Google Analytics, Google Ads, REST API, Semrush, MOZ Analytics, Google Search Console, Landing Page / Email Templates*

Lumension Security (formerly PatchLink)

Lead Developer / Senior Webmaster (2 years, 3 months)

Owned all web development and technical operations for a B2B security software company, transforming a static brochure site into a fully dynamic, database-driven marketing platform.

- Rebuilt PatchLink.com from a static site into a dynamic ASP/SQL-driven platform, significantly improving site functionality, content management flexibility, and lead generation capability.
- esigned and developed a custom CMS, enabling the marketing team to manage and publish content independently without developer involvement.
- Built a Partner Portal to support channel partner engagement, delivering secure login, content access, and partner-specific functionality.
- Implemented and managed SEO and Google AdWords strategy that achieved a #1 organic search ranking for 'Patch Management,' a highly competitive B2B keyword.

Vcommerce (formerly Vstore)

Senior Developer / eCommerce Solutions Lead (4 years, 2 months)

Designed, developed, and maintained eCommerce storefronts for a multi-client platform, overseeing all technical integrations and ensuring reliable, high-performing deployments across hosted and embedded client environments.

- Developed and maintained eCommerce storefronts for multiple clients, customizing functionality and integrating client-specific systems for both hosted and embedded deployment models.
- Managed all development and maintenance of corporate websites Vcommerce.com and Vstore.com, ensuring platform stability and alignment with business and marketing objectives.

Insight

Senior Developer / eCommerce Lead (2 years, 1 months)

Responsible for all development and technical operations for Insight.com, one of the largest online computer reseller platforms of its era, driving significant eCommerce growth through platform enhancements and innovative integrations.

- Developed and maintained Insight.com's eCommerce platform using a proprietary site-building language, supporting a catalog of over 10,000 computer products and growing monthly online sales from under $1M to over $13.5M.
- Engineered the first B2B shopping cart transfer integration with 3Com Corporation using XML-based data exchange - a groundbreaking development at the time, featured in InformationWeek Magazine and now recognized as a precursor to modern APIs

Technical Skills

JavaScript / Vue.js / HTML / CSS	*REST API / API Integration*	*Salesforce Integration*
UX/UI Design & Prototyping	*Google Analytics Implementation*	*ColdFusion / ASP / .NET*
WordPress / Drupal / Sitecore	*Marketo / Eloqua Integration*	*eCommerce Development*
AI Tools (ChatGPT/Claude/n8n)	*SQL / Database Architecture*	*Shopify / Wix / Squarespace*
6sense / MarTech Integrations	*Custom CMS Development*	*Version Control / Git*

Education

James Madison University
BBA, Productions Operations Management

Certifications

Google Adwords Search Certification
Google Adwords Display
Google Analytics Certification
Learning PPC with Google Ads
Online Marketing Foundations
HubSpot Academy: AI for Marketers
Google Digital Marketing & E-commerce Professional Certificate (In Progress)