Todd Sullivan

Web Strategist & Digital Experience Leader

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Summary

Web Strategist and Digital Experience Director with over 25 years of experience owning the full web ecosystem—from strategy and roadmap to development, analytics, SEO, and campaign execution. A true jack-of-all-trades who bridges the gap between technical execution and strategic marketing, bringing hands-on expertise across full-stack development, UX/UI design, eCommerce, marketing automation, performance analytics, and digital marketing under one roof. Proven track record leading enterprise web transformations, building high-performing cross-functional teams, and delivering measurable improvements in conversion, qualified traffic, pipeline influence, and user engagement. Experienced with B2B buying journeys, CMS platforms, MarTech integrations, and establishing the operational cadences—reporting, experimentation, and stakeholder alignment—that keep web programs running at peak performance. Deeply passionate about the intersection of AI and the web, actively leveraging ChatGPT, Claude, and n8n to accelerate delivery, automate workflows, and build smarter digital experiences.

Experience

Marumba

Owner / Web Strategist & Digital Experience Consultant

September 1995 - Present (30 years, 9 months)

Founded and operate a full-service digital consultancy delivering end-to-end web strategy, development, and digital marketing solutions for clients across industries. Serve as the strategic and technical lead on every engagement—owning the web roadmap, driving execution, and measuring outcomes against business KPIs.

- Define and execute web strategies for clients spanning discovery, IA, UX design, development, and post-launch optimization—ensuring web experiences align with broader marketing campaigns and business objectives.
- Build and optimize eCommerce and marketing-integrated websites on Shopify, WooCommerce, WordPress, Drupal, Wix, and Squarespace, with a consistent focus on conversion, performance, and brand consistency.
- Implement and manage SEO programs—including technical SEO, content strategy, and link building—using tools such as SEMrush, Yoast, Google Search Console, and Moz to drive sustained organic traffic growth.
- Design and execute integrated digital marketing programs across paid search (Google Ads), email, and social—establishing measurement frameworks and reporting dashboards to track performance against OKRs.
- Implement Google Analytics, configure event tracking and conversion goals, and build reporting cadences that surface actionable insights and drive data-informed decisions for clients.
- Integrate web platforms with CRM and marketing automation tools (Salesforce, Marketo, HubSpot) to enable unified data flows, personalization, and full-funnel attribution.
- Leverage AI and automation platforms (ChatGPT, Claude, n8n) to accelerate web development, automate content and operational workflows, and introduce intelligent capabilities into client web experiences.

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

Blue Yonder (formerly JDA Software)

Senior Web Strategist & Lead Developer

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

Served as the senior web strategist and lead developer for a global B2B supply chain software company, owning the full digital web ecosystem—from corporate website strategy and architecture through MarTech administration, analytics, SEO, paid media, and cross-functional campaign execution. Operated as a one-person web center of excellence, bridging strategy, technology, and marketing for 16+ years.

- Owned and executed the web strategy and roadmap for Blue Yonder's global web presence, leading a full platform re-architecture of jda.com that reduced development cycles, improved performance, and measurably increased qualified lead volume.
- Translated business goals and campaign priorities into web requirements, prioritized backlogs, and delivered medium-to-large web initiatives in partnership with Marketing, IT, Sales, and Product teams.
- Established and maintained web KPIs, Google Analytics dashboards, and regular reporting cadences—delivering executive-level performance summaries and actionable optimization recommendations.
- Led SEO strategy across all corporate web properties and administered Google Ads programs, achieving consistent top-ranking positions for competitive B2B keywords and optimizing spend against pipeline contribution metrics.
- Administered the full enterprise MarTech stack—Salesforce, Marketo, Eloqua, Sitecore, and 6sense—owning integrations, governance, and alignment between Marketing Operations, Demand Gen, and IT.
- Partnered with Demand Generation and ABM teams to build landing pages, email templates, and campaign web experiences—tracking funnel performance and iterating based on data to improve conversion.
- Solely designed and built a proprietary Event Administration System for a 2,500-person annual user conference, processing 24,000 registrations, collecting nearly $12M, and coordinating 11,000+ client meetings over its lifetime.
- Initiated a Marketing Data Lake project to unify reporting across all web and marketing platforms, enabling cross-channel attribution and a single source of truth for web and campaign performance.
- Managed social media operations (LinkedIn, Facebook, X) and developed the company’s organic and paid social strategy to support brand awareness, demand generation, and community engagement goals.

Key Skills: *HTML/CSS, 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)

Web Strategist & Lead Developer (2 years, 3 months)

Owned the complete web strategy and development function for a B2B security software company, transforming a static brochure site into a dynamic, conversion-optimized platform while building the organic search presence that made the brand dominant in its category.

- Led the full redevelopment of PatchLink.com from a static site into a dynamic ASP/SQL-driven platform, improving content agility, user experience, and lead capture performance.
- Built a custom CMS and Partner Portal, enabling the marketing team to manage content independently and providing a structured digital experience for channel partners.
- Implemented SEO and Google AdWords strategy that achieved a #1 organic search ranking for 'Patch Management'—a highly competitive B2B keyword—driving significant inbound pipeline growth.

Vcommerce (formerly Vstore)

Senior Developer & Web Experience Lead (4 years, 2 months)

Designed, developed, and maintained eCommerce web experiences for a multi-client storefront platform, managing all aspects of web functionality, client integrations, and platform reliability while also owning the corporate web presence.

- Built and maintained eCommerce storefronts for multiple clients across hosted and embedded deployment models, customizing product displays, checkout flows, and transactional functionality to each client’s requirements.
- Managed the corporate web presence for Vcommerce.com and Vstore.com, ensuring platform credibility and alignment with sales and marketing objectives.

Insight

Senior Developer & eCommerce Web Lead (2 years, 1 months)

Responsible for all web development and digital strategy for Insight.com, one of the largest online computer reseller platforms of its era—driving extraordinary revenue growth through platform innovation and pioneering eCommerce integrations.

- Developed and continuously enhanced Insight.com's web platform and eCommerce experience, managing a 10,000+ product catalog and growing annual online revenue from under $1M to over $13.5M.
- Engineered the first B2B shopping cart integration with 3Com Corporation using XML-based data exchange—an industry-first achievement profiled in InformationWeek Magazine and a direct precursor to modern web API integrations.

Core Competencies

Web Strategy & Roadmap Ownership
Full-Stack Development (JS CF SQL)
Vue UX/UI Design & Prototyping
SEO / SEM & Organic Growth Strategy
Conversion Rate Optimization (CRO)
Google Analytics & Adobe Analytics
A/B Testing & Experimentation Programs
Marketing Automation (Marketo Eloqua)
CRM Integration (Salesforce)
eCommerce Development & Optimization
CMS Platforms (WordPress Drupal Sitecore)
Paid Media (Google Ads PPC)
Cross-Functional Leadership & Delivery
KPI Dashboards & Performance Reporting
AI & Automation (ChatGPT Claude n8n)
ABM & Demand Generation Strategy
Stakeholder Communication & Alignment
B2B Web & Multi-Touch Journeys

Education

James Madison University
BBA, Productions Operations Management

Certifications

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