Todd Sullivan

Digital Marketing Professional

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Web Development | Digital Marketing | Strategy & Operations | AI | SEO/SEM | Analytics

Summary

Full-stack web developer and digital marketing expert with over 25 years of experience delivering end-to-end web solutions, marketing operations, and strategic digital initiatives. Proficient in web development technologies including JavaScript, ColdFusion, ASP/.NET, Vue, HTML/CSS, SQL, API /REST, and CMS platforms like WordPress, Drupal, and Sitecore. Skilled in UX/UI design, database architecture, and integrating third-party tools like Salesforce, Marketo, Eloqua, and 6sense. Adept at building marketing ops frameworks, managing MarTech stacks, and executing SEO/SEM strategies to drive lead generation and campaign performance. Experienced in analytics implementation with Google Analytics and Ads, email marketing, ABM, and data-driven strategy. Proven ability to align web and marketing strategies with business goals, streamline operations, and create measurable impact across platforms and teams. My passion for innovation has extended into the world of artificial intelligence and automation. I actively leverage tools like ChatGPT, Claude, and n8n to accelerate development, automate workflows, streamline research, and deliver smarter, faster outcomes for clients and teams.

Experience

Marumba

Owner/Web Developer

September 1995 - Present (30 years, 6 months)

At Marumba, I've delivered end-to-end marketing operations solutions for clients by combining technical expertise with strategic marketing execution. In addition to developing custom websites and CMS platforms, I specialize in implementing and optimizing marketing automation systems such as Marketo, Eloqua, and Salesforce to support lead generation, segmentation, scoring, and campaign performance tracking. I work closely with clients to align web and marketing strategies, build integrated digital ecosystems, and deploy data-driven campaigns that increase engagement and ROI. My services include SEO/SEM strategy, paid media management, marketing analytics implementation using Google Analytics and Google Ads, and the creation of high-performing landing pages and email templates. I also build and maintain websites using platforms like WordPress, Drupal, Wix, Shopify, Squarespace, and GoDaddy—ensuring seamless integration with CRMs and MarTech tools to support scalable marketing operations. Dedicated to innovation through AI and automation, leveraging platforms such as ChatGPT, n8n, and Claude to enhance productivity, streamline operations, and support clients with intelligent, scalable solutions.

Skills: *Digital Marketing, Marketing Operations, Demand Generation, Database Design, Project Management, Email Marketing, Software Development, User Experience (UI/UX), API Development, Integration, Web Design, Web Strategy, CMS Design and Development, Google Analytics, Search Engine Optimization (SEO), Search Engine Marketing (SEM), Pay Per Click (PPC), Google Ads, SQL, ColdFusion, ChatGPT, n8n, Claude, Claude Code*

Blue Yonder (formerly JDA Software)

Senior Developer/Webmaster

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

As lead developer, successfully led the design, development, and maintenance of Blue Yonder's (formerly JDA Software) customer-facing websites, including the implementation of a new Web system architecture on jda.com, which decreased development time, shortened maintenance cycles and increased qualified leads for JDA/BY. Responsibilities include managing the corporate website, partner portal, event websites, as well as various internal web applications. Key projects include integrating the corporate website with Salesforce and utilizing contact and account information for known website users. Also solely developed an event administration system for multiple corporate user conferences, managing event websites, registration, session scheduling, meeting scheduling, and employee scheduling for a 2500-person user conference. Over the years, the tool processed 24,000 registrations, collected nearly $12m, scheduled 3000+ sessions, and 11,000+ client meetings.

Created a task tracking application to manage the release cycle task administration for JDA's 150+ software products, encompassing almost 500 tasks for product GTM and involving 500+ employees.

From a marketing operations standpoint, the last few years led the administration and development of various 3rd party applications including Salesforce, Marketo, Sitecore, Eloqua, and 6sense. Owner of MarTech stack. As a Marketo admin, worked with the Demand Gen and ABM teams to create landing pages and email templates and used these templates to build various assets. Tracked and reported on these campaigns and suggested necessary changes to improve performance. Led team to develop the B2B marketing strategy and sales funnel used for lead generation using SalesForce and Marketo. Started a project to combine all marketing data into a single Datalake for reporting. Developed and administered the social media presence for the company (Facebook, X, LinkedIn) as well as implemented Google Analytics and the Google AdWords programs.

Skills: *Digital Marketing, Marketing Operations, Demand Generation, Database Design, Project Management, Email Marketing, Software Development, User Experience (UI/UX), API Development, Integration, Web Design, Web Strategy, CMS Design and Development, Marketo, Google Analytics, Search Engine Optimization (SEO), Search Engine Marketing (SEM), Pay Per Click (PPC), Google Ads, SQL, ColdFusion, ChatGPT*

Lumension Security (formerly PatchLink)
Webmaster/Senior Developer (2 years, 3 months)

Led the full development, functionality, and maintenance of PatchLink.com, transforming the static site into a dynamic ASP/SQL-driven platform. Key achievements include building a Partner Portal, a custom CMS, and managing SEO/AdWords strategy that achieved a No. 1 organic ranking for "Patch Management."

Vcommerce (formerly Vstore)
Senior Developer (4 years, 2 months)

Designed and maintained Vstore/Vcommerce eCommerce storefronts, overseeing client integrations (both hosted and embedded) to ensure seamless functionality. Also managed all development and maintenance of the corporate websites Vcommerce.com and Vstore.com.

Insight
Senior Developer (2 years, 1 months)

Managed all maintenance and enhancements for ecommerce website Insight.com, supporting a catalog of over 10,000 computer products and facilitating multi-million dollar e-commerce sales. Utilized a proprietary site-building language to ensure scalability and performance.

Education

James Madison University
BBA, Productions Operations Management

Certifications

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