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Objective

Apply skills and experience in an environment providing stability and growth potential. Provide leadership where necessary and be part of a team known for consistent and unparalleled excellence. Work in a team that embraces new technologies and solutions from research to implementation.

Technical Skills

SEO/SEM:

- ◆ The promotion of clean, compliant code standards and leadership roles in SEO strategies.
- ◆ Extensive experience in natural search optimization.
- ◆ Strong understanding of keyword analysis for improving visits, duration and link path.
- ◆ Thorough understanding of back-linking strategies for improving thought leadership within an industry (industry lists, descriptive lists, optimized landing pages, etc.).
- ◆ Thorough understanding of Panda/Penguin updates and the impact of site structure (PR factor, random surfer model) and user experience to improve “authority site” status and improved ranking.
- ◆ Effective use of Schema/Micro Data for enhanced SERP listings.

Copywriting/Content Development:

- ◆ Ten years of effective web copy for several high volume sites.
- ◆ Assisted technical writer and designed and managed the technical sheets for all products.
- ◆ Experience with writing contracts, work orders, estimates, etc. for small business owners and sole-proprietors to global organizations, including Visa, Inc.
- ◆ Assist marketing team by providing initial web copy used as starting point for messaging.
- ◆ “Webify” marketing content/messaging to optimize for search engine indexing and to improve conversion potential and user engagement.

Website Design/Development:

- ◆ Designed e-commerce webflow for Walmart, Costco, Staples, including shopping cart and checkout process.
- ◆ Designed administrative tool for e-commerce solution for DataMan Systems.
- ◆ Language Experience: (X)HTML, CSS, JavaScript, XML/XSL/XSLT, SSML, frameworks (Bootstrap, jQuery, etc.).
- ◆ Designed functionality of all administrative pages for custom CMS and regularly consulted with clients regarding effective Internet practices.
- ◆ Designed and developed B2B/B2C solutions for companies ranging from sole proprietors to Fortune500 companies.
- ◆ Designed Aprimo ROI Calculator web-flow based on complex XLS documentation.
- ◆ Designed RM6 Revenue Marketing 6-lever assessment solution using Google API (radar graph).

Website Management/Marketing Automation:

- ◆ CMS Systems including: Wordpress and Joomla and many custom, proprietary systems (including design/development)
- ◆ Web Authoring Software: Dreamweaver, Version Control (SVN),
- ◆ Design and develop websites for multiple organizations.
- ◆ Created the overall form and function for all DataMan Systems websites, daily content management, email campaigns and web-based training of content management systems.
- ◆ Successfully managed the creation of client email accounts and consulted with clients on the use of e-mail forwarding practices, auto-responders and e-mail marketing campaigns.

- ◆ Certified in ExactTarget; responsible for implementation of HTML, data extensions and training of solution for clients
- ◆ Certified Marketo Technical Consultant.
- ◆ Experience with many mid-tier marketing application platforms, including Constant Contact, Act-On, MailChimp and others.

Graphic Design:

- ◆ Proficient in Adobe Photoshop, Adobe CS
- ◆ First place award from the *Magazine Association of Georgia* for best website in the 1,000,000+ distribution class (for GA Magazine – the largest circulated magazine in the state).
- ◆ Received *Spotlight on Excellence Award for Best Website* from the National Marketing and Member Services Conference for Electric Membership Cooperatives.
- ◆ Create postcards, posters, direct mail, tradeshow displays and email marketing collateral for enterprise business automation solutions provider, dramatically improving lead generation.

Work Experience

Interactive Marketing Consultant

Freelance

June 2013 to present

Actively consult SMB companies on web-based best practices, including SEO, marketing automation solutions (email marketing), e-commerce, effective webflow and demand generation/revenue marketing solutions. Work closely with sales and marketing professionals and executive level employees to define objectives and implement solutions, including third party integration of email marketing, CMS and CRM tools. Development, management and training of marketing automation platforms that include Marketo, ExactTarget (enterprise) and MailChimp, Act-On (SMB).

Design, program and implement HTML5, CSS3, XML, XSL/XSLT, XHTML, javascript and SSML (proprietary E-Bay language, Store Sense Markup Language). Utilize code frameworks, including Twitter Bootstrap and jQuery.

Current client list includes:

- ◆ E-commerce solution for high volume B2C website. Integrating prostores.com SSML into custom responsive design utilizing jQuery parallax and filtering for an enhanced user experience. Implementing effective micro/schema data strategy to improve SERP presentation.
- ◆ Merging multiple web properties into a single, cohesive presentation for an international manufacturing organization headquartered in Sweden. Solution ties corporate website to existing service marks using design elements defined within the organization's corporate identity standard.

The Pedowitz Group

Sr. Solutions Engineer

2012 to June 2013

Actively consult global Fortune 500 companies on effective demand generation and revenue marketing strategies. Tactical implementation of marketing initiatives that include email marketing and website landing page solutions. Develop and manage solutions using marketing automation platforms that include Marketo, and ExactTarget at the enterprise level and MailChimp and Act-On at the mid-market and SMB level.

Implement and resolve advanced Web front-end technology solutions for Marketing Automation platforms. Design and build custom integrations within Marketing Automation platforms (Marketo, ExactTarget, and others). Serve as an expert resource to customers on the custom development and integration of Marketing Automation solutions. Technology expert and thought leader in contemporary Web technologies and techniques, both internally and externally for emails and landing pages. Provide Marketing Automation training to both internal staff and clients. Support client engagements, projects and deliverables.

Develop and manage ongoing process improvement and email/landing page best practices. Provide clients with support from the initial build (discovery, documentation, requirements gathering, etc.), to implementation and execution.

Collaborate with team members on creation of demand generation strategies and tactics that convert prospects to opportunities. Create optimized emails, templates and landing pages designed to refine inquiries so that highly qualified leads are passed to sales.

Accomplishments:

- ◆ Certified Marketo Technical Consultant
- ◆ Certified ExactTarget Consultant
- ◆ Create all aspects of HTML email: from gathering client requirements, graphic design, template development, implementation and analysis.
- ◆ Created extensive transactional email correspondence solution through use of XML, XSL, XSLT via SOAP envelope that called one of eight XSL instances used to communicate with customers (all built in one file to improve maintenance/management of ongoing use of transactional emails). Solution was created for 3 languages.
- ◆ Regularly consult with global clients regarding email campaign strategies and tactics.
- ◆ Create and implement coding structure (hand coding) for both landing pages and email templates.
- ◆ Hand coding HTML since 1995; hand code CSS (inline for emails), XML, XSL, HTML.
- ◆ Create effective CTA's, design layouts and consult on element placement to ensure maximum potential of email messaging.
- ◆ Create documentation for email design and development best practices.
- ◆ Created email template library based on global categorization of email intent and purpose (webinar, training, speaker engagements, events, announcements, etc.).
- ◆ Created RM6 application designed to quantify need for revenue marketing solutions through innovative use of Google API.
- ◆ Co-author of ROI calculator for Aprimo internal staff designed to expedite the sales cycle and improve client awareness.
- ◆ Selected as Employee of the month and Innovator of the month for multiple contributions.

AFS Technologies, Inc.

Internet Marketing Manager
2011 to 2012

Generate revenue, leads, branding & market awareness for the enterprise software division of a major food and beverage industry software solutions provider through innovative web-based technologies and strategies. Drive and maintain the division's web site (currently creating new corporate web site with WordPress interface for content management integration) using industry standards and leading edge technologies that include HTML5, CSS3 and JavaScript frameworks (including, but not exclusive to jQuery). Create marketing content, structure and management of outside vendors to maintain organization's website functionality and effectiveness, including all social media strategies. Current projects include ensuring website is optimized through natural search and paid inclusion to allow for effective lead generation as well as providing value to new and existing customers.

Drive and manage outbound marketing campaigns and track progress, metrics and leads, then distribute leads through Salesforce to account executives depending on lead type, customer need and region. Operate as the marketing liaison for the division and communicate with various marketing-related vendors on a day-to-day basis, including graphic designers, web site developers and PR firms. Compose and release division's press releases to appropriate media outlets and edit executive marketing messages to enhance effectiveness.

Create, update and manage the division's marketing and sales collateral, including writing content, structuring content to maximize marketing potential and graphic layout to produce collateral (using tools that include Photoshop and Illustrator). Set up, coordinate and manage webinars, attend trade shows to determine effectiveness of booth displays, create white papers and perform competitive research (research competitor's websites and products, create competitive comparisons to determine differentiators).

Accomplishments:

- ◆ Created booth messaging, postcard, email blast case study and a poster for the Boston Seafood Show that significantly increased leads generated over past years and resulted in sales.
- ◆ Created initial landing page for cloud computing portal that was used for corporate SaaS roadmap.
- ◆ Increased attendee turnout for the company's user conference through aggressive online marketing campaign and redesign of the content for the conference website.

Harland Clarke Corp.

E-Commerce Technology Manager

2008 to 2010

Manager who solved E-Commerce challenges that significantly increased sales, site visits and average order values through effective online marketing strategies. Accomplishments included the creation of e-retailing solutions that enhanced the user experience during the transaction process through effective web flow and e-commerce functionality. Creative implementation of *Search Engine Optimization* (SEO) best practices in XHTML structure increased SERPs for highly competitive keywords. Effective copywriting improved product awareness and enhanced the user experience.

Designed the user interface for CMS administrative functions and regularly consulted with IT staff regarding the user experience for customer-facing web pages. Provided team leadership and project management for all special projects and effectively managed the resources of 12 Internet professionals in both direct and in-direct teams for multiple projects.

Accomplishments:

- ◆ Created requirements documentation for E-Commerce tasks that streamlined procedures for team members.
- ◆ Created prototyping documentation for version control, including visual, functional and proof of principle modeling, to ensure expected results from specifications documentation were met successfully.
- ◆ Designed custom web projects for the Financial Services department resulting in better site flow and usability.
- ◆ Created visual comps detailing web flow and functionality for account executives to ensure expected results were met.
- ◆ Wrote effective copy that improved the overall user experience for multiple web page functions and product descriptions.
- ◆ Successfully managed B2B/B2C e-commerce product catalog with 60,000+ product SKUs.
- ◆ Implemented SEO best practices for CMS templates (Fortune 500/1000 clients), resulting in increased SERP/site visits.
- ◆ Effectively managed the resources of a team of 12 Internet professionals in five areas of E-Commerce development. Areas included graphic design, quality assurance, project management, development and web analytics (site reporting).
- ◆ Designed functionality for two custom CMS tools (team lead on UX for front-end/back-end web flow) that streamlined the content management process, resulting in an increase in the amount of tasks that could be completed each week.
- ◆ Led team on effort responsible for saving hundreds of production hours through streamlining content management procedures and the automation of web-based product options.

Harland Clarke Private Label Migration (PLM) Project

Single point of contact for all e-commerce related tasks for the *Private Label Migration* project. Accomplishments included managing migration of private label sites for Fortune 500 companies from multiple platforms into a single .NET platform.

Accomplishments:

- ◆ Created CSS/XHTML used to enhance conversion and SEO efforts (higher code-to-text ratios, SERPs, etc).
- ◆ Created jQuery/AJAX functionality that reduced page space and sped up product customization process.
- ◆ Designed original comps and managed designers for new user interface design used for all private label clients (including Walmart Check, Staples Checks and Forms and Costco Checks).
- ◆ Identified analytics needed for each site and created standards and procedures that streamlined processes for building and maintaining future sites.
- ◆ Successfully managed migration from Domino platform to .Net platform for two sites generating approximately \$30 million in annual sales without interrupting site service (effective needs/requirements assessment, resource management).

Visa, Inc.

Contractor for DRACS Consulting, Sr. Account Manager
2008

Successfully supervised a multi-site team of engineers engaged in multiple application development projects. Assisted sales team in the development of new product and service offerings and managed the customer relationship. Worked directly with top executives to ensure Internet projects were completed on time and on budget.

Developed the scope of work and hours worked on projects for Visa's 40 + worldwide websites for a team of up to 8 applications and systems engineers in three states. Created scope documentation, managed budgets & project risks and reported progress to the Director of Corporate Websites, Sr. Systems Analyst for Visa International and several high-ranking officials within the Visa organization daily, weekly and monthly.

Accomplishments:

- ◆ Served as Visa's single point of contact for all implementation issues, managed schedule and resources (including systems, sales and applications engineers) and ensured that services were delivered accurately and on time.
- ◆ Created all needs and requirements documentation and created/managed all reporting systems (manage and facilitate status meetings between applications/systems engineers, advertising agencies and Visa executives.
- ◆ Successfully managed 40+ websites and rollout of projects for Visa using MS Project.
- ◆ Tracked project status for 40+ websites worldwide, managed project risks, schedules & deliverables and provided accurate reporting to the Director of Internet and Intranet Services and Director of Content Development.
- ◆ Maintained a high level of understanding of Visa's operating environment, data center services and overall operational & online business needs.
- ◆ Identified areas where projects or schedules conflicted within business units and worked with management/engineering teams to resolve issues.
- ◆ Made proactive recommendations for improvements to applications, operational environments and processes.
- ◆ Developed/Improved processes and documentation in organization.
- ◆ Balanced customer satisfaction and company success through applying both conventional and creative PM practices.

DataMan Systems

Director of Internet Marketing
1996 to 2008

As co-founder and Director of Internet Marketing, accountable for the continued growth of the company's Internet services, including custom design, programming and Internet marketing services for 12 years (approximately 30% per year).

Executive Accomplishments:

- ◆ Managed all company advertising, sales and marketing initiatives resulting in increased sales for twelve years.
- ◆ Created all client contracts, agreements, development surveys and site evaluations, enhancing the customer relationship and improving the development process.
- ◆ Designed overall form and function of the company's content management system, making it easier to manage clients from site design and management to billing.

Regularly consulted with clients on successful web-based marketing initiatives, shared "*best practices*" advice for SEO strategies and successfully managed the day-to-day direction of up to 50 domains per month. Sales accomplishments included successful lead generation that incorporated cold calling, networking events, seminars and guest speaking events as an Internet-based subject matter expert (SME).

Project Accomplishments:

- ◆ Directed all Internet sales and marketing resulting in increased sales for 12 years.
- ◆ Created all search engine optimization strategies resulting in increased *SERPs for client sites*.

- ◆ Designed e-mail campaigns that increased viewership and conversions.
- ◆ Wrote effective web copy for multiple websites for twelve years.
- ◆ Designed graphics that resulted in first place awards for national organizations.
- ◆ Hand coded CSS/XHTML for clients that enhanced natural search results and increased SERPs.
- ◆ Designed CMS functionality, design and management resulting in reduced operating costs.
- ◆ Won first place award from the *Magazine Association of Georgia* for best website in the 1,000,000+ distribution class.
- ◆ Received *Spotlight on Excellence Award for Best Website from the National Marketing and Member Services Conference for Electric Membership Cooperatives*.

Technology Experience

- ◆ Languages:
 - (X)HTML
 - HTML2 – HTML5
 - XML
 - XSL
 - XSLT
 - CSS1 – CSS3
- ◆ Framework Experience:
 - Style/CSS:
 - Twitter Bootstrap
 - Pre-processor
 - LESS
 - Sass
 - Javascript:
 - jQuery
 - MooTools
 - Scriptalicious
- ◆ Marketing Automation Experience:
 - Marketo (Certified Marketo Technical Consultant 2012)
 - ExactTarget (ExactTarget Certified Consultant 2012)
 - Act-On (software trainer for AFS Technologies 2011)
 - Constant Contact
 - Mail Chimp
- ◆ CMS Experience:
 - Designed custom CMS tool for DataMan Systems with email marketing and eCommerce plug-in
 - Designed web flow for both front and backend custom eCommerce solution for Harland Clarke
 - WordPress (managed multiple projects for AFS Technologies, managed project 3PD)
 - Drupal
 - Joomla (managed project for CIDAN Machinery)
 - Marketo CMS for marketing landing pages and email development
- ◆ Related Software Experience:
 - Microsoft Office Suite
 - Adobe CS
 - Various WYSIWYG editors