

Thomas Risse

Full Stack Web Developer | Marketing Automation Expert

Portland, Oregon

[LinkedIn](#)

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Professional Summary

Detail oriented developer and designer with 20+ years of experience with Drupal, WordPress, HTML / CSS and Javascript. I am just as at home in Figma or Sketch making wireframes and designs as I am in a code editor or a marketing automation tool making them come to life. Working on enterprise web infrastructure for companies like Okta, Instacart, Gong, Airship, and Stitchfix has given me a vast base of experience to deliver for teams.

Work History

Flickerbox, Inc - Designer, Developer, Partner - 2000-Present

- Work with multiple client teams to implement features and designs across dozens of sites
- Built out Instacart blog product integration and drove 80% more product purchase from blog articles.
- Built Okta blog internal SEO linking plugin (Drupal) and drove a 25% increase in SEO related traffic to targeted keywords.
- Built and updated the Okta user signup integration (Drupal) with connections to the Okta account creation API, Marketo, and external platforms like Neverbounce
- Devise, implement, diagnose and fix site event tracking (GA4, Mixpanel, Heap) to increase visibility into user funnels and paths.
- Implement and expand site testing frameworks (Cypress, GhostInspector) to better ensure site uptime
- Build and maintain client infrastructure and CI/CD pipelines for dozens of sites across different infrastructures like Pantheon, Acquia, Netlify, Vercel, WPENGINE and more.
- Build advanced Marketo guided landing pages to be used across multiple language translations.
- Build and maintain custom form infrastructure, validation and form flows with marketing automation tools like Marketo, Hubspot, Pardot
- Custom plugins in WordPress and Drupal

Skills

WordPress (PHP and custom block themes), Drupal, NextJS, Vuejs, jQuery, Vanilla Javascript, HTML, CSS/ SASS, NPM and web build tools, Google Analytics, Google Tag Manager, Marketing Automation, Chrome Plugin development, external API integrations