Todd Croak-Falen | MarTech Developer

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Summary

Creative MarTech / Front End Developer who enjoys concentrating deeply on large projects. Strong logical, artistic, and empathetic skill set. Published author who has designed own website and email list.

Experience

MarTech Frontend Developer | Princess Cruise Lines | Santa Clarita, CA | 2019 – Present

- Adobe Launch: Implements Analytics tracking and third-party marketing pixels.
- AEP: Designs schema architecture and implements Web SDK tracking.
- Confluence: Designs MarTech tracking architecture and writes technical specs for cross-team implementation.
- ObservePoint Certified Professional. Programs and monitors audits & journeys for Princess.com.
- OneTrust: Implements updates. Programs user consent conditions into Adobe tracking rules.

UI/UX Designer | fusionZONE Automotive, LLC | Pacific Palisades, CA | 2018 – 2019

- Designed and coded mobile-first web pages for Acura, BMW, Chrysler, Chevrolet, Dodge, Harley-Davidson, Honda, Hyundai, Jeep, Kia, Nissan, Ram, and Toyota dealerships nationwide.
- Observed compliance guidelines for all brands, and web UX and SEO best practices.
- Created Adobe XD wireframes, mockups, and prototypes.
- Worked with implementation managers, client services, backend development, and graphic design teams to deliver quality projects on time.

Frontend/UI Developer | TCF Web Design | Los Angeles, CA | 2016 – 2019

- Created Adobe XD wireframes, mockups, and prototypes. Coded mobile-responsive websites.
- The North Face: Coded user interface for iPad kiosks in The North Face retail stores.
- Starbucks: Created Intuiface prototype with APIs for *The New York Times*, MTA schedule, and weather.

Education

The Coding Boot Camp at UCLA Extension | Los Angeles, CA
Chapman University | BFA Film Production | Orange, CA

Skills

JavaScript, Adobe Launch, HTML, CSS, Confluence, JIRA, Bitbucket, Git, GitHub, OneTrust, Bootstrap, Foundation, Adobe XD, BEM.

Interests

JavaScript, HTML, CSS, Udemy courses, creative writing, reading fiction and nonfiction, bodyweight exercises, electronic music, hiking, video games, personal finance, chess, sensory deprivation tanks, Krav Maga.