

JOEL KOCH

Senior Web Technologist – Digital Marketing

(805) 636-9364 – joelkoch@icloud.com

Creative and highly dedicated individual with years of in-depth technical experience managing digital platforms. Well-versed in digital marketing solutions and best practices with consumer and B2B markets. Strong interpersonal skills, great mindset for problem-solving, positive team cohesion, and cross-functional collaboration with product managers to effectively initiate, develop, and execute digital marketing campaigns.

EXPERIENCE

SENIOR WEB TECHNOLOGIST:

ResMed (San Diego, CA), 2017 – present

- Collaborate and instruct on multi-level EDM campaigns through Marketo , including emails, landing pages, registration forms and contact lists for consumer and B2B marketing.
- Manage team collaboration on webinar campaigns that include landing page registration and programmatic emails all built in Marketo and integrated with Zoom webinars.
- Maintain technology stack used for website management, email marketing, video hosting and seo management.
- Manage a quarterly team budget that funds 3rd party vendors, contractors and SaaS tools.
- Monitor digital analytics through tools like Semrush, NewRelic, AWS Cloudwatch
- Troubleshooting web technology scenarios and managing issue tickets with respective teams.

DIGITAL MARKETING PRODUCER:

ResMed (San Diego, CA), 2014 – 2017

- Develop and manage multi-level EDM campaigns through IBM Engage/Silverpop, including emails, landing pages, registration forms and contact lists for consumer and B2B marketing. Collaborate with field team to clean contact lists and upload to database. Pull reporting data to provide insights to campaign effectiveness.
- Develop and manage webinar campaigns that include landing pages built on PHP and JavaScript with an API connection to both IBM Engage database and Salesforce.
- Maintain data within Engage to ensure consistent accuracy of outreach and customer segmentation.
- Lead author/developer for Adobe Experience Manager. Manage multilingual website platform for the Americas region including US, Latin America and Brazil.
- Administrator for project management software (Workfront). Act as liaison between organization and Workfront which includes training, troubleshooting issues, identifying and implementing best practices.
- Manage external server activity – Media Temple (Grid Server), Network Solutions (web domain registrations).

ASSOCIATE WEB DEVELOPER:

ResMed (San Diego, CA), 2012 – 2014

- Designed, tested and executed automated workflows in Engage/Silverpop to streamline process efficiencies. Standardized ResMed's email marketing tactics to achieve above-industry response rate and optimize webform experience through responsive mobile development.
- Maintained and updated corporate websites on a daily basis.
- Designed and laid out web assets for various marketing collateral, from product documents to tradeshow booth graphics.
- Played major role in digital strategy project that updated our website from old JSP platform to Adobe CQ (AEM), UX/UI testing, issue reporting through JIRA.

OWNER/EXECUTIVE CHEF:

SpiritLand Bistro (Santa Barbara, CA), 2004 – 2011

Restaurant management, menu development, website development/design, email marketing campaigns, maintaining profitable business goals.

EDUCATION

BACHELOR OF FINE ARTS:

University of Texas (Arlington, TX), 1993 – 1999

Degree in Graphic Communications.

ASSOCIATE OF APPLIED SCIENCE:

Art Institute of Dallas (Dallas, TX), 2002 – 2003

Degree in Culinary Arts with a focus on nutrition.

SKILLS

CODE KNOWLEDGE: Level rating on scale of 1 – 10

HTML(8), CSS(8), PHP(6), JavaScript(5), Angular(3), Java(2)

APPLICATIONS: **Cloud-based** (Marketo, AWS, Akamai, WordPress, Semrush, IBM Engage, Workfront, Adobe CQ – AEM, ServiceNow, MailChimp), **Adobe CC Suite** (Photoshop, Illustrator, Dreamweaver InDesign, Media Encoder, Acrobat Distiller), **Mac Applications** (Pages, Numbers, Keynote), **Office** (Word, Excel, Outlook, PowerPoint, Visio, OneNote), **IDE** (Eclipse, Sublime Text, Aptana) **FTP** (FileZilla, WinSCP)

REFERENCES

Available upon request