

# Eric McConnaughay

## Senior Web Developer & Technology Lead

As a seasoned developer and technology lead in marketing, sales and advertising, I've contributed on all project phases from concept to final delivery. My focus of late has been in marketing automation coming up with creative ways to utilize Marketo, Salesforce and WordPress for B2B lead generation.

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Boise, ID 

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## WORK EXPERIENCE

### Senior Revenue Ops Developer

Kount, an Equifax Company

05/2021 - Present

Boise, ID

#### Achievements/Tasks

- Data-driven technology lead within a combined Marketing and Sales operations team
- Maintain and customize the kount.com marketing website with a focus on page speed and UX
- Marketo email and landing page template development
- Lead developer on a partner portal website used by internal and partner sales groups
- Mentor and coach junior team members
- Lean-agile process improvement and scrum master

### Web Developer (Contract)

Kount, an Equifax Company

01/2020 - 05/2021

Boise, ID

#### Achievements/Tasks

- Transitioned development of the kount.com marketing website from an external agency within days of starting
- Quickly got up to speed in Marketo taking over email/landing page template development and automation setup to eliminate the need for an external consultant
- Worked closely with designers and content strategists to deliver the best possible user experience and lead capture

### Web & iOS Developer

Freelancer and Consultant

06/2012 - 03/2021

Boise, ID

#### Achievements/Tasks

- Built a native iOS app for a Boise startup using Swift 5 and Xcode
- Freelanced with Drake Cooper and other local digital marketing agencies building highly customized WordPress themes and plugins
- Partnered with Tommy Bahama to build a custom project management Web app in AngularJS and WordPress

## SKILLS

WordPress Development

Marketing Automation

Email Development

Marketo

PHP

MySQL

Javascript

HTML 5

Sass

SEO

Git

API and Technology Stack Integration

UI/UX

Salesforce Reporting & Basic Administration

Leadership

Collaboration

Mentoring

Lean-Agile Process Implementation

Scrum Master

Adobe Creative Suite

eCommerce

## WORK EXPERIENCE

### Web Development Manger

Getty Images

02/2007 - 02/2012

Seattle, WA

*Achievements/Tasks*

- Led and mentored a Web development team within the Creative Services group
- Our clients were the global marketing and sales teams with responsibilities including creating custom websites, updating the Getty Images e-commerce site, and email marketing
- Acted as liaison between IT and Marketing

### Software Engineer

TekSystems (Microsoft Contract)

06/2006 - 01/2007

Bellevue, WA

*Achievements/Tasks*

- Microsoft contractor performing .NET development and SQL Server database tuning for the MSN group

### Senior Software Engineer

True Value Company

11/2001 - 05/2006

Chicago, IL

*Achievements/Tasks*

- Highlights include rebuilding their wholesale online ordering system in Java and converting/redesigning their e-commerce store to .NET
- Managed various contractors when brought in for project work

### Software Engineer

Britannica.com

12/1999 - 11/2001

Chicago, IL

*Achievements/Tasks*

- Part of the team who brought Encyclopedia Britannica's entire printed contents online.
- Front end development utilizing XSLT stylesheets and Javascript
- Built custom drag-and-drop editorial mapping tools with pure Javascript

## EDUCATION

### Bachelors of Science - Management of Information Systems

Iowa State University