RON DREWEN

WEB & MARKETING TECHNOLOGY | WEBSITE OPERATIONS | FRONT-END DEVELOPMENT

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PROFESSIONAL SUMMARY

Web and marketing technology professional with 10+ years of experience building, operating, and improving customer-facing websites and connected digital marketing systems. Hands-on expertise in HTML, CSS, JavaScript, PHP, enterprise CMS administration, website integrations, analytics and tag management, consent platforms, and technical troubleshooting. Experienced supporting HubSpot and Salesforce-connected experiences, managing website infrastructure, and translating business needs into reliable technical solutions. Combines in-house B2B technology experience with a strong development background and the ability to work across Marketing, Design, IT, and external partners.

CORE TECHNOLOGY & CAPABILITIES

WEB DEVELOPMENT	HTML5, CSS3, JavaScript, PHP, responsive development, Sass, Bootstrap, jQuery
CMS & WEB OPERATIONS	WordPress, Divi, Drupal, HubSpot, Uberflip, Joomla, Terminalfour, SharePoint; templates, plugins, custom themes, components, upgrades, migrations
MARKETING TECHNOLOGY	HubSpot forms and integrations, Salesforce Marketing Cloud, Google Tag Manager, Google Analytics 4, Webtrends, third-party scripts, tracking
CONSENT & INTEGRATIONS	OneTrust consent management, Zoom Contact Center web chat, forms, marketing automation integrations, cross-platform troubleshooting
INFRASTRUCTURE	WP Engine, Cloudflare CDN, DNS, SSL certificates, hosting administration, security headers, CMS permissions
QUALITY & OPTIMIZATION	Technical SEO, performance optimization, accessibility, browser/device QA, debugging, issue resolution, documentation
FRAMEWORKS	React, Angular

PROFESSIONAL EXPERIENCE

BRIVO | Web Developer

January 2020 – Present

- Own day-to-day development, maintenance, and technical operation of Brivo's corporate website and digital marketing properties, using WordPress, PHP, HTML, CSS, and JavaScript.
- Build and maintain custom WordPress themes, child themes, plugins, custom post types, reusable components, and page functionality to support evolving marketing and business requirements.
- Administer CMS functionality and integrations, troubleshoot production issues, and coordinate updates, migrations, configuration changes, and ongoing site improvements.
- Led the migration of Brivo's resource library from Uberflip into WordPress, consolidating resource content within the primary website platform.
- Implement and maintain connected marketing technology, including HubSpot forms, Google Tag Manager, Google Analytics, OneTrust cookie consent, Zoom Contact Center web chat, and third-party scripts.
- Troubleshoot issues across the website, CMS, embedded tools, forms, tracking, and third-party services; trace problems to their source and implement fixes.
- Manage website infrastructure and technical operations, including WP Engine hosting, DNS, SSL certificates, Cloudflare CDN, security headers, and CMS permissions.
- Perform functional, responsive, and cross-browser QA; address display, compatibility, performance, accessibility, and integration issues.
- Work with Marketing and Design stakeholders to clarify requirements, assess technical implications, and deliver website updates, landing pages, and new digital experiences.

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PROFESSIONAL EXPERIENCE

COMTECH TELECOMMUNICATION CORP. (FORMERLY TCS) | Webmaster

December 2016 – May 2019

- Served as the primary web developer on a small marketing team, independently managing development and maintenance of websites across three business divisions.
- Designed, developed, and maintained custom websites using HTML5, CSS3, PHP, Bootstrap, and jQuery.
- Administered WordPress and Drupal websites, including custom plugins, standalone product websites, and ongoing platform maintenance.
- Developed and deployed headless WordPress websites using Angular and React; built responsive components and front-end functionality for product marketing.
- Managed website hosting, deployments, updates, and technical troubleshooting.
- Implemented SEO improvements and tracked website performance using Google Analytics and Webtrends.
- Integrated HubSpot forms and marketing automation into landing pages and modals; developed HTML email campaigns using Salesforce Marketing Cloud.

FREELANCE WEB DEVELOPER | Website Development & Consulting

January 2009 – Present

- Design, develop, and maintain websites for businesses, financial institutions, marketing agencies, and entertainment clients.
- Build responsive websites using PHP, HTML5, CSS3, JavaScript, Bootstrap, and jQuery; customize WordPress websites, themes, plugins, and interactive functionality.
- Manage projects from client discovery and requirements gathering through design, development, testing, deployment, and ongoing maintenance.
- Designed, developed, and maintained the website for First American Bank & Trust, the largest independent bank in Louisiana.
- Provide website updates, custom HubSpot functionality, and integrations for CallRevu, a Maryland-based call-tracking software company.

UNIVERSITY OF MARYLAND SCHOOL OF PHARMACY | Web Developer

August 2019 – October 2019

- Designed, developed, and maintained university and departmental websites using HTML, JavaScript, and enterprise CMS platforms.
- Managed Terminalfour, WordPress, SharePoint, and other enterprise web applications; developed web applications and CMS modules using PHP, ColdFusion, Perl, Python, and JavaScript.
- Troubleshot browser compatibility, client-server architecture, scripting, and integration issues; documented technical specifications and development processes.

STELLAR STRATEGIC GROUP LLC. | Front-End Developer

June 2016 – December 2016

- Designed and developed customer-facing websites using Joomla, HTML5, CSS3, Bootstrap, and jQuery.
- Developed responsive landing pages for financial services clients, including banking overdraft products integrated with existing customer websites.
- Created digital advertisements and landing page experiences supporting online marketing campaigns.

ADDITIONAL EXPERIENCE

Value Lighting Inc. — IT Manager, June 2015 – April 2016
RealStreet Staffing (Value Lighting Inc.) — November 2014 – June 2015
BBV Inc. — LTE Closeout Specialist, February 2010 – November 2014
BCI Communications — Project Manager, March 2008 – November 2009
LifeBridge Health Center — Supervisor of Telecommunications, March 2006 – March 2008

EDUCATION

University of Maryland, Baltimore County — Psychology Studies
Towson State University — Psychology Studies