

JOHN LEGER

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TECHNICAL VISIONARY

A highly motivated visionary, who is both a web developer and digital marketer, with expert level experience utilizing multiple tools and technologies to strategize, design, develop and maintain highly effective, lead generation, and multi-lingual websites for large and enterprise level B2B international companies.

SKILLS

- ❖ A full LAMP stack developer and highly creative problem solver with over 17 years designing and developing websites using a combination of: Joomla, Drupal, WordPress, LAMP, HTML5, CSS3, JavaScript, jQuery, AJAX, SASS, LESS, XML, Git, GitHub, Bitbucket, Gantry Framework, Bootstrap, Adobe CC, CDN, Marketo, HubSpot, Google Analytics, Adobe Analytics, and various APIs
- ❖ A digital marketer and leader with 7 years working with highly innovative and creative teams, who loves people, has positive attitude and influence, a strong work ethic, and an unquenchable passion for learning new tools and technologies

PROFESSIONAL EXPERIENCE

CA Technologies, Islandia, NY

2016-Present

Senior Web Developer / Digital Marketing Professional

- AEM Area Manager and lead developer for the Automation BU section of company website in 3 languages.
- Developed embeddable lead generation marketing tools that generate 100s of instant MQLs monthly.
- Manage SEO optimized and highly successful Continuous Delivery Map which increased organic traffic by 20%.
- Created highly effective lead generating landing pages which increased conversion rates from 1% to 7.09%.
- A/B testing of various website modules, components, assets and forms, which doubled the click-through rates.
- Exceeded Digital Marketing sourced pipeline expectations by 10%.
- Support over 300 internal customers and manage 10 external agencies.
- Manage and mentor a small team of junior developers.
- Collaborate with Content Hub to build and execute plans across multiple digital platforms.
- Collaborate with Product Marketing to better align messaging, content, and digital assets.
- Strategize with CMO, Digital Marketing, Product Marketing, Content Hub and various other stakeholders.
- Managed multiple Rackspace Cloud Servers, Load Balancers, Cloud DB, and SSL Certificates.
- Lead role in site migration from Automic Software acquisition, which was the largest in the history of CA.
- Designed and developed multiple embeddable Adoption Maturity Models for Product Marketing.
- Manage backup and active disaster recovery plan for several microsites.
- Considered a vital and strategic member of an award winning Digital Demand Center.

Automic Software, Vienna, Austria

2014-2016

Senior Web Developer / Digital Marketing Professional

- Project Lead for company website in English, German, and French.
- Managed the redesigned and development of a multilingual Drupal site with 10,000+ pages.
- Managed the company Intranet site and the Sales Academy site, both build using the Joomla CMS.
- A/B testing of various website modules, assets and forms, which nearly doubled the click-through rates.
- Exceeded Digital Marketing sourced pipeline expectations by 4%.

- Created highly effective lead generating landing pages which increased conversion rates from 2.3% to 6.50%.
- Supported over 250 internal customers and manage 8 external agencies.
- Setup and Managed 10 Rackspace Cloud Servers and 4 Cloud DB servers.
- Scheduled and performed content updates requested by our worldwide marketing teams.
- Trained employees to perform minor content updates.
- Managed and mentored a small team of junior developers.
- Strategized with CMO, Digital Marketing, Product Marketing and various other stakeholders.
- Lead role in site migration for ORSYP Software acquisition.
- Implemented corporate SEO and website campaign strategies.
- Member of the Branding Team responsible for the creation and execution of guidelines.
- Integrated dynamic Marketo forms and HubSpot forms with corporate websites.

ORSYP Software, Paris, France

2012-2014

Senior Web Developer / Digital Marketing Professional

- Project Lead for company website in English, German, and French.
- Developed and managed 9 multilingual Joomla sites with a total of 6000+ pages.
- A/B testing of various website modules, assets and forms, which almost doubled the click-through rates.
- Supported over 100 internal customers and manage 2 external agencies.
- Strategized with CMO, Digital Marketing, Product Marketing and various other stakeholders.
- Trained employees to perform minor content updates and created a video tutorial archive.
- Managed Rackspace account, DNS, domain registration, and SSL certificates.

Joomla Harvest Consulting, Salem MA

2002-Present

Owner / Senior Web Developer

- Negotiated and wrote contracts.
- Manage deliverables and expectations to consistently meet customer deadlines with a 100% success rate.
- Design the information architecture to meet business goals and objectives.
- Create brand guidelines and custom designed logos.
- Create wireframes and full-site mockups to enable stakeholders to visualize the look and feel of the website.
- Guide the content creation process with a focus on SEO optimization.
- Strategize the landing page creation process with a focus on UX/UI and lead generation.
- Designed and developed over 50 Joomla CMS website for small B2C to very large B2B enterprise companies.
- Developed highly scalable and highly functional custom developed PHP applications.
- Cross platform and browser testing to make sure UX is consistent and sites are fully responsive.
- Manage multiple Rackspace and AWS Servers, Load Balancers, Cloud DB Server, DNS and SSL Certificates.
- Create and manage backup and active disaster recovery plans.
- Manage billing and accounts receivable.

MILITARY EXPERIENCE

US Army, Fort Drum, NY

Aircraft Structural Mechanic

EDUCATION

Elim Bible Institute, Lima, NY

Three Year Diploma