

# AARON J STANLEY

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## PROFESSIONAL SUMMARY

An experienced digital marketing professional with a proven track record of leading and optimizing web development initiatives for global enterprises. A strategic thinker and collaborative leader, adept at driving project excellence, enhancing user experiences, and aligning digital strategies with business goals. Expertise in managing cross-functional teams, implementing best practices, and leveraging emerging technologies to achieve exceptional results.

- As Global Web Developer Manager at Randstad Sourceright, orchestrated international web initiatives, established quality benchmarks for exceptional project delivery, and facilitated seamless technical transitions, optimizing analytics capabilities.
- At Haley Marketing Group, Senior Front End Developer, harnessed WordPress mastery and innovative plugins to elevate brand appeal, pioneered CRM integration, and transformed dashboards into dynamic hubs, sparking client engagement.
- As Digital Director at DCC Marketing, propelled digital strategies, aligned initiatives with corporate marketing, and directed comprehensive outputs, fostering refined results, team excellence, and technological innovation.

## STRENGTHS & COMPETENCIES

Team Management

Web Development

Web Analytics

Strategic Planning

Project Management

Coding Standards

Technical Expertise

Technical Leadership

Collaboration & Communication

User Experience

Problem-Solving Skills

SEO Optimization

## PROFESSIONAL EXPERIENCE

### Global Web Developer Manager

Randstad Sourceright, Diemen, Netherlands

*July 2022 - Present*

- **Steer Web Development Initiatives:** Lead global web development, orchestrating hiring sites for multinational enterprise clients, fostering seamless candidate experiences.
- **Enhance Quality and Efficiency:** Instituting governance protocols and stringent quality benchmarks, driving project excellence; delivering projects surpassing performance metrics.
- **Technical Collaboration and Migration:** Collaborating with data intelligence and DevOps teams, orchestrating smooth transition of systems to GA4, optimizing analytics capabilities.
- **UX and SEO Authority:** Internal expert on user experience and SEO, optimizing touchpoints across divisions; facilitating design prototypes for clients, elevating engagements.
- **Strategic CMS and CRM Integration:** Spearheading integration of custom CMS and CRM, enhancing operational efficiency, while positioning the organization for scalability and growth.

### Senior Front End Developer

Haley Marketing Group, Buffalo, NY

*December 2018 - July 2022*

- Engineered captivating front-end experiences, elevating brand appeal through WordPress theme mastery and proprietary plugins, leading WCAG-compliant site migration.
- Pioneered Elementor migration, crafting custom plugins for seamless proprietary CRM integration, streamlining workflows and enhancing client engagement.
- Revolutionized WordPress dashboard with dynamic data aggregation, sparking client interactions and generating new service avenues.
- Collaborated seamlessly with designers, project managers, client partners, and copywriters, delivering feature-rich websites to numerous staffing industry clients.

## Senior Front End Developer

Horace Mann, Springfield, IL

November 2015 - December 2018

- Elevated Horace Mann's online presence by optimizing HoraceMann.com, Retirement Advantage, agent sites, and Real Talk for New Teachers.
- Steered responsive design adoption, heightening user satisfaction across platforms.
- Revamped HoraceMann.com, unifying branding, responsiveness, and W3C compliance.
- Championed UX design for Quick Quote app, augmenting user engagement.
- Crafted impactful campaign microsites and high-conversion landing pages.
- Collaborated with stakeholders, project managers, and designers, refining design concepts.
- Launched and managed corporate Instagram and Wikipedia entries, fostering brand visibility.
- Pioneered technology-driven solutions, enhancing product development and user experience.
- Educated marketing and field teams, instilling trends, usability norms, and best practices.

## Digital Director

DCC Marketing, Decatur, IL

August 2014 - October 2015

- Championed innovative strategies, propelling digital clients to success across platforms and mediums. Led teams to provide targeted, impactful results.
- Provided strategic leadership, translating clients' challenges into tailored solutions.
- Aligned digital initiatives with corporate marketing, elevating brand presence.
- Steered diverse digital outputs: strategies, web/mobile development, PPC, social media, SEO, A/B tests, email marketing.
- Performed competitive analysis, fostering continuous refinement.
- Standardized corporate digital practices, training teams, and driving excellence.
- Liaised with vendors and accounts, optimizing project execution.

## Lead Web Developer

DCC Marketing, Decatur, IL

March 2013 - August 2014

- Championed end-to-end web solutions, orchestrating design, architecture, development, and content creation for diverse enterprise industries including: medical, healthcare, agricultural, collegiate, and manufacturing.
- Pioneered 30+ custom WordPress sites within 2 years, translating design concepts into functional excellence.
- Collaborated seamlessly with stakeholders, nurturing projects from consultation to successful launch.
- Drove server configuration, domain acquisition, and on-site SEO, staying at the forefront of tech trends.

## Lead Web Developer

Creative Media Services, Decatur, IL

August 2011 - March 2013

- Orchestrated end-to-end web project success from client consultation to launch, ensuring seamless execution.
- Directed multifaceted design, architecture, and development for clients across diverse industries.
- Managed server setup, domain acquisition, SEO, email & PPC campaigns, video production, and brand development.
- Propelled networking innovations, optimized contracts, fostering technical and strategic growth.

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## EDUCATION

### B.S. Business Administration & Marketing Management

Western Governors University, Salt Lake City, UT

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## TECHNICAL SKILLS

Content Management Systems HTML5 CSS/SCSS JavaScript JQuery PHP Adobe