

TOM SAKELL

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Digital Marketing and Web Development

STORYTELLING | PROJECT MANAGEMENT | WEB DESIGN | DIGITAL MARKETING

Parsing complex stories into simple parts and building interactive experiences that inform and delight.

<https://www.harborsights.com>

- ✓ **User Experience Design** – Create user-friendly website interfaces and improve overall user experiences.
- ✓ **Digital Consulting** – Trusted advisor, providing strategy and recommendations for c-suite executives and key stakeholders.
- ✓ **Team Leadership and Coaching** – Inspire and encourage collaboration to foster creativity and innovation among team. Provide constructive feedback and provide opportunities for professional development to improve team performance.

CORE COMPETENCIES AND TECHNICAL SKILLS

Digital Strategy | Information Architecture | Search Engine Optimization (SEO) | Search Engine Marketing (SEM)
Content Strategy | User Experience Writing | Data Analytics | C-suite Communication | Web Analytics | Taxonomy
Market Research | Responsive Design | Cybersecurity Awareness | Training and Development | Presentations

Technology: JIRA | Asana | Google Analytics (GA4) | Tag Manager | Looker Studio | Search Console | Core Web Vitals | MozPro | Fullstory | Hotjar | Browserstack | Hubspot | MS Dynamics | Miro | Figma | Adobe Creative Suite
CSS | HTML | Javascript

Platforms: Drupal 10 | Acquia | AWS | Wordpress | Workday | MS Office

EXECUTIVE EXPERIENCE

ATPCO (GLOBAL AVIATION DATA CO.) – DULLES, VA

MAY 2021 – FEB 2024

Digital Marketing Manager

Led digital performance of five public websites and customer portal, overseeing UX, web design, SEO, project management, analytics.

- Managed digital team, agency, and operations processes while creating program roadmaps.
- Created a digital focus and engagement strategies to broadcast brand messaging through a browser.
- Oversaw tech projects like Drupal updates (9 and 10), Google Analytics (GA4 configuration and updated reporting techniques), and AWS and Acquia configurations for tools like CloudFront.
- Created and executed marketing conversions KPIs like customer engagement, brand awareness, with tools like Google Core Web Vitals.
- SME: Digital strategy, SEO, content strategy, responsive web design, mobile-first thinking, project management tools (Asana, JIRA scrumboard, Basecamp, and Miro)
- Mentored marketing staff in SEO, UX, web design, content strategy.
- Managed \$250,000 budget and technical relationships.

CVENT (GLOBAL LEADER IN EVENT SOFTWARE) – MCLEAN, VA

OCT 2018 – MAY 2021

Global Content Strategist

Managed global content strategy for seven regional websites in multiple languages.

- Managed storytelling, online style guides, and the Cvent Voice: Transitioned marketing and product messages to plain-spoken, engaging conversations.
- Rolled out \$2M global brand to update corporate messaging.
- Trained marketing staff through workshops in storytelling and content development for an online audience.
- Led global web strategy and implementations in Drupal 8 and Marketo.

- Drove web engineering processes.
- Crafted best practices in web management, managed scrum methodology, and trained marketers.
- Managed site performance and online conversions, presented findings to C-level stakeholders.
- Presented on global content strategy at Acquia Engage conference.

ELLUCIAN (HIGHER ED OPERATIONS SOFTWARE) – RESTON, VA

AUG 2016 – JULY 2018

Web Manager

Led global content teams (multiple languages), launching strategies for content, taxonomy, and SEO.

- Led website redesign, transitioned web platform from Ektron to Drupal 8.
- Tracked site performance with Google Analytics and pivoted strategies, based on segmentation data.
- Created content strategy and helped develop taxonomies for multiple websites.
- Project managed website deliverables and staff capacities, setting best expectations for stakeholders.

SMITHSONIAN'S NATIONAL ZOO AND CONSERVATION BIOLOGY INSTITUTE – WASHINGTON, DC

JULY 2014 – NOV 2015

Web Technical Manager (contract – Public Trust clearance)

Created a responsive design website in collaboration with executive stakeholders and technical partners.

- Migrated web platform from ColdFusion to Drupal 7, while working with Smithsonian OCIO.
- Built first Zoo Intranet for park staff and scientists. Evaluated, selected, and configured Drupal modules.
- Created roadmaps and recommendations to work in a highly cross-matrix environment with resources and talent from different agency departments.
- Mined analytics data, discovered outsized panda video page traffic, created user funnel for Organic visitors.

FRONTPOINT SECURITY – MCLEAN, VA

JAN 2011 – NOV 2013

Web Director

As thought leader, formed unique online presence and staff:

- Created content strategy, focused on user experience principles to create interactive features to transform online users into sales leads.
- Managed multiple vendors and online platforms; wrote business plans, RFPs, and functional site requirements. Selected and managed vendors for CMS (Sitecore), video platform (Brightcove), digital agencies, analytics, and web optimization.
- Recruited, hired, and managed a team of 3 web managers, who focused in scripting and web development. Provided hands-on leadership and strategic direction.
- Led website optimization, with hands-on coding and web development (a/b testing with Optimizely).

HARBOR SIGHTS (HARBORSIGHTS.COM)

1997 - PRESENT

Founder/Digital Consultant

Deliver full digital strategy including high-end websites for medium-sized businesses, working full cycle from concept to deployment by weaving user experience, content strategy, information architecture and incoming traffic (SEO).

- Delivered business analysis and wrote functional requirements for SiriusXM Radio mobile website, including UX and use cases. Interviewed stakeholders and managed meetings with multinational vendors in NY and DC. Project Management work and timelines with clients; manage freelance illustrators and programmers.
- Developed and managed social media and SEO strategies for specific real estate firms and legal practices, executing campaigns across platforms such as Facebook, Twitter, LinkedIn, YouTube, Pinterest, and Yelp.
- Write and edit content by converting complex information and ideas into compelling narratives.

EDUCATION AND CERTIFICATIONS

M.Ed., Instructional Design & Development,
George Mason University, Fairfax, VA

Graduate Certificate, e-Learning,
George Mason University

B.A., Journalism
Pennsylvania State University, University Park, PA

Project Management, certificate,
The George Washington University