JOHN CORDES

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Accomplished digital marketer who strives on creating the best user experience by using the latest and most effective data driven technologies. I am dedicated to maximizing the clients needs. I am a conceptual thinker possessing a high work ethic and standards.

Skills

- Sitecore ● HTML ● CSS ● Bootstrap ● Java Script ● Java Script Libraries ● Agile Methodologies
- JIRA ● ABTasty ● Google Optimize ● Siteimprove ● Google Analytics ● Google Tag Manager
- Adobe Photoshop ● Adobe Illustrator ● Adobe InDesign ● Adobe Acrobat ● Intercom
- Vidyard ● Brightcove ● Conductor Searchlight ● LivePerson ● Microsoft Visual Studio ● Axure
- Adobe Flash ● Final Cut Pro

Experience

Senior Web Content Specialist
Marvin, Eagan, MN
March 2019–Present

- I work closely with our DEV team to QA new components in the Sitecore cloud DEV environment
- I look at the step by step requirements in JIRA and test out the component thoroughly to ensure it passes what is necessary to move to the next environment
- In my testing process I create a test page in the Sitecore cloud stage environment that mirrors what is designed by my UX Designer in Figma
- I am a critical part of rebuilding the entire site in the Sitecore cloud
- I provide input in all agile ceremonies and am the primary DEV quality assurance tester
- I am building out blog post pages on the new Sitecore cloud enviroment while working through my QA responsibilities
- I manage and maintain the current 9.1 Sitecore site
- I manage incoming web update requests from internal business partners that come into a webmaster inbox that I take care of
- I enter tasks into JIRA and manage content editing tasks for myself and my colleague

- I set up meetings and trainings with my developers and content editors to make sure that we are aligned on the new components and page templates
- I create new pages utilizing the Sitecore SXA framework
- I run A/B, multivariate, and personalization tests in ABTasty
- I assist with digital strategy
- I use best practices of agile methodology
- I manage and maintain the Marvin.com website and Sitecore media library
- I train colleagues on how to utilize Sitecore
- I troubleshoot HTML and CSS code and work with my Developers on solutions if we have time for a long term solution, however, if a quick turn solution is needed due to time constraints, I will work on the solution myself

Senior Web Administrator
Stratasys, Eden Prairie, MN
April 2017–March 2019

- Managed Intercom live chat for the inside sales team
- Served as a digital marketing liaison for Europe and Asian regional offices
- Created new and engaging web pages for all sites
- Communicated well with a wide variety of colleagues through written and verbal communication
- Utilized agile methodology
- Managed and maintained the digital editorial calendar for various customer campaigns

Web Administrator
Stratasys, Eden Prairie, MN
April 2012–April 2017

- Used UX design best practices
- Utilized user-centered design and testing methodologies
- Clearly and effectively communicated design processes to key stakeholders
- Participated in developing user experience needs, goals, and strategies
- Created mock-ups and wireframes using Axure UX software
- Collaborated and communicated closely with various teams and stakeholders
- Orchestrated the product launches for the web
- Managed and coordinated new pages in Sitecore for all Stratasys sites
- Managed and maintained the United States site and 10 International sites
- Trained in new employees and regional employees on our Sitecore CMS and Brightcove
- Updated copy, images and documents for multiple websites within the Stratasys company
- Hand coded HTML markup and created custom CSS styles
- Lead Web Content Manager on the new build of Stratasys.com

Freelancer
KidZibits, Minneapolis, MN
March 2012–May 2012

- Consulted with the owner on ways to improve the website
- Restructured the website so it was easier for their creative team to manage

Nudrap Setters, Carver, MN
September 2011–February 2012

- Created the Nudrap.com site for a breeder of grouse dogs bred in the George Ryman tradition
- I used the clients photos throughout the site and put a filter over them to make them look old to keep with the traditional look and feel that my client was going for

Boom Island, Minneapolis, MN
January 2012

- Assisted the design team with editing and formatting of text and imagery for a large medical packaging project for Mckesson
- Followed highly detailed lock-ups to ensure consistency and accuracy

JC Cabinets LLC, Lakeville, MN
July 2011–September 2011

- Redesigned their website to be an extention of their business
- Used a simple backdrop of their shop and used a gallery of photos from some of their finest works to highlight some of the possibilities that are available
- The site is very simple and easy to navigate and reflects the values of the business

Production Artist/Label Printer
Custom HBC Corporation, Waconia, MN
May 2008–November 2010

- Pre-flighted customer artwork to produce custom imprints on white or clear labels using a 4 color CMYK thermal transfer label printer

Image Specialist

TNS Media Intelligence / Marx Promotion Intelligence, Edina, MN

October 2006–May 2008

- Scanned, color corrected, and saved images into Photoshop as JPEGS for clients
- Worked as a team to compile data per client specifications and requests

Inbound Sales Representative

Northern Tool and Equipment, Burnsville, MN

November 2003–August 2007

- Met and exceeded daily, weekly, and monthly inbound sales goals
- Received Team Member of the Month and Top Performer status by selling the most products and incentives

Education

Associate of Applied Science in Web Design and Interactive Media

The Art Institutes International Minnesota, Minneapolis, MN

March 2011

Bachelor of Fine Arts Degree in Graphic Design

University of Wisconsin-Stout, Menomonie, WI

December 2002