

Brock A. Phillips

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Web Manager | Web Producer | Technical Communicator | UI/UX Design | Analytics

Summary

Web manager adept at all aspects of website property production and maintenance. Expert at engaging with and communicating technical concepts with key players from multiple departments and backgrounds. Adept at crafting engaging and visually appealing user interfaces with HTML, CSS, JavaScript, Bootstrap, jQuery, and DataTables. Experience with Content Management Systems (CMS) like WordPress, Imagination Engine, Drupal, and Ektron. Experiencing supporting organizations with large sites, and e-commerce needs, as well as supporting corporate transitions involving resource planning or brand awareness. In-depth experience creating responsive designs and ensuring seamless user experiences across various devices while adhering to established standards. Experience with search engine optimization using Google's suite of tools and third-party tools like SEMRUSH, Crazyegg, and Optimizely. Adept at setting up and managing marketing accounts and campaigns for Google Ads, and social media. Experience setting up HubSpot for small companies and utilizing HubSpot's platform for lead generation and sales tracking. A detail-oriented professional committed to staying updated on emerging trends in digital design, collaborating with cross-functional teams, and taking ownership while delivering innovative solutions for user engagement.

Skills

- Web Management and Development
- Digital Marketing and Content
- Project Management
- Social Media Marketing
- Cross-Functional Collaboration
- Web Analytics and Optimization
- Marketing Technology Tools
- Technical Communication
- Team Leadership and Collaboration
- Programming Languages
- Web Development Frameworks
- Integrated Development Environment with Eclipse
- Version Control using Git
- Web Performance Optimization

Technical Skills

- HTML, CSS, JavaScript, jQuery, Datatables, Bootstrap, WordPress, Eclipse, Git, Adobe Creative Suite, Canva, Figma, Adobe XD, SEO with Google's Suite, SEMRUSH, and Optimizely.

Experience

WEB MANAGER- PRODUCER | 01/2001 - Present

BAP Web Development and Management - Sagamore Beach, MA

- Successfully created, hosted, and managed multiple client websites. Ensuring 99.9% uptime and at least a 20% improvement in website performance metrics if coming from a previous host.
- Cool Project: Led an international team in developing a very early Geo-Web search application with FLASH, resulting in a 25% increase in user engagement and a 30% improvement in search accuracy.

- Managed SEO/SEM strategies for clients, achieving a 20% increase in website traffic and a 15% rise in conversion rates through targeted optimization efforts.
- Directed day-to-day client web-based development and management, resulting in a 15% boost in client satisfaction and a 25% reduction in project turnaround time.

SENIOR DEVELOPER UI-UX - WEB MANAGER | 05/2014 - 05/2023

Outcome Referrals Inc. - Framingham, Massachusetts

- Implemented improvements to intake mechanisms, resulting in a 20% increase in patient engagement and a 25% enhancement in medical data acquisition efficiency.
- Redesigned key clinical reports, leading to a 30% increase in usage by clinicians and court personnel, improving decision-making and patient care outcomes.
- Led application design and user interface adaptations for public-facing properties and authenticated business services, ensuring seamless user experiences.
- Provided expertise in SEO, SEM, and CRM, resulting in a 15% increase in website traffic, a 20% rise in online visibility, and a 25% improvement in customer engagement metrics.

WEB DEVELOPMENT MANAGER | 06/2007 - 04/2014

Onset Computer - Bourne, Massachusetts

- Created an online configurator, reducing inquiries by 20% and sales cycle time by 30%, resulting in a 15% boost in conversion rates.
- Utilized Drupal to drive remarkable e-commerce sales growth, increasing revenue from \$200K/mo. to \$1M/mo. Over four years, an increase of 400%.
- Managed daily web development, publishing, and maintenance for B2C and B2B e-commerce sites, achieving 99.9% uptime and a 20% faster page load speed.
- Collaborated with vendors for programming, designs, and integrations, cutting development costs by 15% and expediting new feature launches by 25%.
- Successfully integrated Lexel e-commerce and SyteLine ERP with web-based systems, resulting in a 25% reduction in order processing time and a 30% increase in order accuracy.

Education

- **University of Massachusetts - Amherst, MA | Bachelor of Arts**
English Major with a minor in Technical Writing
- **Holyoke Community College - Holyoke, MA | Associate Arts & Science**
- **School of Hard Rock Knocks – New England 1980s**
Song Writer, Lead Singer, and Lead Guitar in a local Rock Group
Obtained Top 10 Local Artist distinction in Boston on WAFF, Emerson, and Brandeis Radio
Was a regular opening act for Til' Tuesday, The Outlaws, Robin Lane and the Detour, The Fools, and The Drive
- **Berklee College of Music - Boston, MA | Some College**
Student in Performing Arts/Composition

Accomplishments

- **Innovative Behavioral Health Software Features:**
Designed critical features for behavioral health software, resulting in a reduction in suicide attempts and improved patient outcomes.
- **Revenue Growth and E-commerce Optimization:**

Increased monthly web order revenue from \$200K to \$1M, with web orders contributing 40% to corporate revenue. Boosted B2B e-commerce adoption, resulting in a 50% increase in online transactions within six months.

- **Efficiency Improvements and Project Management:**
 - Redesigned reports, reducing sales quote time by 25%, and leading to a 10% increase in sales conversion rates.
 - Successfully managed complex projects and budgets exceeding \$1 million, delivering projects on time and within budget, resulting in a 15% increase in overall efficiency.
- **Global Team Leadership and Marketing Integration:**
 - Led international web teams (Japan, France, Germany, Netherlands, Singapore) to achieve corporate objectives, resulting in a 25% increase in website traffic and a 20% improvement in global brand recognition.
 - Integrated inbound/outbound marketing initiatives, resulting in a 30% increase in lead generation and a 25% increase in revenue from marketing-driven activities.

Volunteering

- Sandwich Little League, coaching
- Sandwich Summer Fest, support, BBQ Chef

Interest

- Technology and AI, Illustration, Painting, Songwriting, Scientific Research, Medical Research, Astrophysics, Baseball, Basketball, Historical Documentaries, 3D Printing, Lithographs, Pop Surrealism, Science Fiction, and Business Ephemera pre-1900.