Scott Gruber

⎇ Digital Marketing & Technical Analytics Professional

CONTACT

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TECHNICAL CORE

🗄 **Data & Analysis**

`SQL` `Tableau`

`Looker Studio` `GA4`

`Search Console` `GTM`

🖥 **Web Development**

`React` `Python`

`JavaScript` `PHP`

`HTML/CSS` `WordPress`

`Sitefinity`

⚙ **MarTech & Automation**

`MS Dynamics CRM`

`HubSpot` `Zapier`

`MailChimp` `Optimizely`

🖌 **Design**

`Adobe InDesign` `Photoshop`

👤 Professional Summary

Technical Marketer and Web Developer with over 8 years of experience building data-driven growth systems. Specialized in combining marketing strategy and backend execution. Proven track record of auditing SEO architecture, restoring broken API integrations, and automating reporting via SQL and Python. Expert in managing the full lifecycle of digital ecosystems, from site migration to lead-capture optimization in CRM environments.

💼 Professional Experience

Digital Consultant & Freelance Web Developer
Feb 2022 – Present

VARIOUS CLIENTS

▹ Restored functionality to several broken API integrations between custom web forms and legacy SQL databases for small business clients.

▹ Executed a targeted engagement campaign for Star Gas Partners focused on high-traffic seasonal promotion landing pages. Performed significant content updates and technical audits to ensure performance during peak customer acquisition windows.

▹ Scripted Python automation to scrape competitor data and aggregate results into Looker Studio, removing the need for manual data entry and third-party SaaS costs.

▹ Utilized Search Console and Screaming Frog to identify canonical errors and site-speed bottlenecks for freelance clients, typically resulting in double-digit organic traffic recovery.

Digital Marketing Manager *(Contract)*   July 2024 – Oct 2024

INTEGRATED COMPUTER SERVICES, INC.

▹ Increased website search engine traffic by 50% YoY by auditing technical SEO errors and repurposing underperforming content.

▹ Mapped the architecture for a WordPress site migration, prioritizing URL redirects and SEO-first metadata to prevent ranking loss during the transition.

Marketing Systems Manager
Feb 2022 – Feb 2024

REVENUE CYCLE CODING STRATEGIES (RCCS)

▷ Managed the end-to-end redesign of three brand websites, which increased organic traffic by 45% and decreased bounce rates by 30%.

▷ Hard-coded landing pages that raised lead capture rates by 55% compared to legacy templates.

▷ Mapped web form fields to Microsoft Dynamics CRM, automating the lead routing process and cutting administrative response time by 40%.

Digital Marketing & Ecommerce Specialist
June 2017 – Feb 2022

LIXIL WATER TECHNOLOGY AMERICAS

▷ Directed regional SEO strategy, generating a 67% increase in organic traffic and a 40% improvement in keyword rankings within a six-month window.

▷ Shifted email operations to HubSpot, reducing manual list management and increasing customer engagement by 35%.

▷ Built and maintained Tableau and Looker Studio dashboards to consolidate disparate sales and traffic KPIs for leadership.

▷ Automated repetitive reporting tasks using Python and JavaScript, which reclaimed over 1,000 work hours and eliminated $10,000 in external consultant fees.

Digital Marketing Specialist
Dec 2014 – June 2017

STAR GAS PARTNERS

▷ Managed technical SEO and content updates for a portfolio of 15+ brand websites.

▷ Led the migration of six legacy sites to the Sitefinity CMS, ensuring data integrity and site uptime during the transition.

▷ Improved SEM landing page conversion rates by 50% through iterative A/B testing and design adjustments.

⊕ Additional Experience

Substitute Teacher
Sept 2024 – Present

VARIOUS SCHOOL DISTRICTS

▷ Facilitating classroom instruction and maintaining student engagement for various school districts.