

MICHAEL TRIPARI

PORTFOLIO: MICHAELTRIPARI.COM



(717) 314-7438



hello@michaeltripari.com



Lancaster, PA 17603

Summary

Strategic Marketing and Digital Strategy Professional with over a decade of experience in the hospitality and digital marketing industries. Expertise in developing comprehensive marketing strategies, enhancing brand visibility, and driving customer engagement through multi-channel campaigns. Proven track record in brand management, content creation, and digital marketing. Enthusiastic and results-oriented with an entrepreneurial spirit.

Relevant Skills

Design Tools:

- Photoshop
- InDesign
- Illustrator
- Lightroom
- Figma
- Canva

Web Technologies:

- Wordpress Design & Development
- Oxygen Visual
- Elementor
- Shopify
- Mailchimp

Front-End | Back-End Dev:

Fundamentals

- HTML5
- CSS3
- JavaScript
- jQuery
- MySQL

Experience

Willow Valley Communities 08/2023 - Present

Web Strategy & Digital Marketing Specialist

- Oversee digital strategies for key brands including Willow Valley Communities, Mosaic, and SmartLife.
- Design and update websites, manage content, and collaborate on SEO, SEM, and PPC strategies.
- Integrate CMS/web features, develop custom plugins, and optimize landing pages to enhance functionality and user experience.
- Drive effective digital strategies and maintain cutting-edge web solutions for all brands.

Accomplishments:

- Redesigned SmartLife Page: Successfully redesigned the SmartLife homepage, resulting in a 20% reduction in bounce rate and improved user engagement.
- Custom CRM Integration: Developed custom website to CRM integration, saving the company over \$30,000 annually per brand by eliminating the need for third-party services.
- Automation Strategies: Implemented automation strategies that streamlined day-to-day tasks, saving approximately 6-9 hours of manual labor daily and reducing the need for three full-time employees.
- Reporting Dashboard: Created a custom reporting dashboard for all digital marketing initiatives, enhancing our ability to track the effectiveness of digital and print marketing efforts. This allowed for quicker, data-driven decision-making.

Tetrad Marketing: 08/2011 - 11/2022

Founder & Web Design & Marketing Strategist

- Managed various web design projects, ensuring timely completion and adherence to design specifications.
- Led digital marketing campaigns, significantly improving website performance through strategic initiatives.
- Provided creative direction to junior designers and led design brainstorming sessions.
- Developed visually appealing graphics, branding materials, and engaging social media visuals.
- Designed and produced high-quality print and digital advertisements.

SCORE Lancaster: 06/2012 - 10/2013
Marketing and Operations Committee

- Supported SCORE's mentoring and workshop programs, aiding small businesses in growth and success.
- Presented online strategies to the executive team, aligning with marketing objectives.
- Executed website redesign, maintenance, analytics, social media marketing, and video marketing projects.
- Enhanced engagement with entrepreneurs and small businesses in the Lancaster area.

Education

Sololearn: 2022

Introduction to Programming Using Java
Credential ID: CT-XOGUHXWQ

Lancaster County Career and Technology Center: 2010-2011

Computer Systems Technology Program at (LCCTC)

Certified: CompTIA A+, CompTIA Network+, Amp Net-Connect