

# TONY SPOTO

---

[spoto.design@gmail.com](mailto:spoto.design@gmail.com)

[www.tonyspoto.com](http://www.tonyspoto.com)

[https://github.com/  
tspoto](https://github.com/tspoto)

---

## SKILLS

Front-End Development,  
HTML, CSS, SCSS,  
JavaScript, Bootstrap,  
Design, Web Design, UX  
Design, UI Design

Content Management &  
Marketing Automation  
Systems, HubSpot,  
WordPress,  
ExpressionEngine,  
Marketo

Programming, Python,  
Django

Digital Marketing, SEO,  
SEM, Email Marketing,  
Web Analytics, Google  
Analytics, SEO Tools,  
Google Search Console,  
Ahrefs, Moz, A/B Testing,  
Accessibility

Project Management,  
Jira, Asana, Web Team  
Management, Vendor  
and Agency  
Management, Team  
Leadership and Training,  
Communication

## PROFILE

Experienced digital marketing and web manager with over a decade of experience ranging from brand and product rollouts to marketing technology integrations

## EXPERIENCE

### Senior Marketing Web Manager, Carnegie Learning, Pittsburgh, PA — 2019-Present

Oversaw the successful sunsetting of an acquired company's website. Launched a custom demo site for a major potential customer. Took ownership of a new website after a company acquisition. Began leading a small web team, built and supported a virtual conference experience during a global pandemic. Assisted our company in transitioning from Marketo to HubSpot by developing custom themes and modules for landing pages, emails and websites.

### Marketing Web Manager, Carnegie Learning, Pittsburgh, PA — 2018-2019

Took ownership of a new website after a company merger. Successfully scaled the company's marketing and sample sites to cover multiple product lines and subject areas.

### Web Developer, Carnegie Learning, Pittsburgh, PA — 2013-2018

Led a CMS implementation effort and contributed to the development of various digital applications. Provided essential support for state-level projects, assisted in the creation and maintenance of online content, and played a key role in website redesigns for brand launches. Contributed to marketing email and landing page campaigns.

### Designer, JVS Marketing, Jupiter, FL — 2013

Designed digital ads, landing pages, and email campaigns, as well as newspaper ads and EDDM postcards. Worked with a diverse collection of dealership CRMs.

## EDUCATION

### Rochester Institute of Technology, Rochester, NY — BFA, New Media Design and Imaging, 2011