Lindsay Tafone

Web Operations for Marketing

LindsayTafone@gmail.com | Union City, NJ

PORTFOLIO

LindsayTafone.com

TOOLS

IBM Websphere

Framer

Wordpress

Ceros Interactive Experiences

Photoshop

Google Analytics

Crazy Egg Site Heatmapping

Monday.com

SKILLS

Front-End Development:

HTML / CSS / PHP / Javascript / Bootstrap / Web APIs

Design Experience:

Mobile-responsive design, interactive content, A/B testing

Technical Knowledge:

SEO and accessibility best practices, CMSs, analytics

Personal Development:

Currently undertaking Salesforce Administrator training

EDUCATION

Bachelor of Arts & Sciences in Interactive Multimedia

The College of New Jersey
Marketing Minor
Magna Cum Laude

WORK EXPERIENCE

UI / UX Developer

Konica Minolta September 2021 - Present | Ramsey, NJ

Continuing responsibilities of previous role, in addition to:

- Developing campaign landing pages, gated content, product launches, event pages, and microsites by consulting analytics to iterate on past successes in order to identify opportunities for growth.
- Pitching, designing, and creating interactive experiences such as virtual walkthroughs of products, quizzes, user-guided infographics and timelines, games, interactive maps, and more that engaged over 100K visitors in 2025.
- Working with Salesforce admins to connect and improve forms, and to increase visibility for our reps on what their customers were engaging with.
- Designing and developing new site modules within brand style guides to create components that compliment the company's global presence.

Digital Marketing Specialist

Konica Minolta February 2018 - September 2021 | Ramsey, NJ

Continued responsibilities of previous role, in addition to:

- Studied heatmaps to inform content structure and optimize for engagement, leading to increased visitor time on page, scroll depth, and click rates.
- Created easy-to-understand data visualizations with B2B personas in mind.
- Performed systematic A/B and UAT tests, documented how variants of tests performed, and implemented changes that I recommended.
- Refined internal workflows for writers by developing character count guidelines.
- Generated QR codes with trackable UTMs.

CMS Administrator

Konica Minolta June 2016 - February 2018 | Ramsey, NJ

- Built internal and external web pages across prod / auth / dev / staging.
- Maintained and controlled access to content for various security levels, ran record retention / culling efforts, and recorded document access statistics.
- Ensured that SEO and metadata were properly implemented, that images were optimized, and that accessibility standards were met.
- Troubleshooted and resolved front-end issues.
- Conveyed concepts between technical and non-technical teams to ensure project requirements were understood and quickly met.