Jean-Marc Dinghin

jmarc.dinghin@gmail.com | (229) 778-7658

HIGHLIGHT:

A strong ability, and passion for leading teams to achieve measurable performance goals. With over 9 years of professional experience, I am seeking for a new management role at a company where I can help catalyze the success of a web engineering team.

WORK EXPERIENCE

Salesloft - Atlanta, GA

Senior Manager, Digital Operations   June 2022 – Current

Drive the strategy, roadmap, and analytics of our website properties with a focus on pipeline creation and improved experiences across the customer lifecycle. Provide deep subject matter expertise for a complete digital toolset of corporate web platforms. Manage a distributed development team with the support of internal and external project management professionals.

- Responsible for delivering a best in class digital experience through Salesloft's corporate websites suite
- Led Marketing Operations team on an interim basis, inline with the goals set by the VP of Demand Generation
- Manage subcontractors and third-party vendors related to the platforms workstream - such as relationship management, deliverables, and budget
- Collaborate with cross-functional teams (including demand gen, product marketing, customer marketing, community, events and field marketing teams, brand and creative) to develop and implement seamless, integrated digital marketing strategies including new region-specific experiences, website development/landing pages and processes around SEM, SEO, paid social, email marketing, content marketing, display advertising, and video
- Continually vet the latest digital tools and technologies, analyzing their applicability to Salesloft's website experiences and managing purchase and implementation as necessary
- Completed Salesloft's Leadership, Exploration, Application and Development (LEAD) program
- Pantheon's 2023 Best in WebOps Teams award
- Some results for FY23:
  - +15% Website visitors
  - +13% Qualified leads
  - +38% Pipeline generated

Web Engineering Manager   March 2020 – June 2022

Manage and oversee all activities associated with the architecture and technical infrastructure of Salesloft's websites with internal and external engineering teams and stakeholders. Lead technical ideation for project proposals on behalf of web strategy. Manage subcontractors and third-party vendors related to the platforms workstream - such as relationship management, deliverables, and budget.

- Built a lean, high performing, and highly skilled team of internal and external experts in content authoring, UI/UX designs, web engineering, and QA/testing analysis
- Managed and supported successful site rebrands & platform overhaul

Web and Interactive Experience Developer   January 2019 - March 2020

Collaborated with cross-functional teams (including demand gen, product and customer marketing, community, events and field marketing teams, brand and creative) to develop and implement seamless, integrated digital marketing strategies

- 2019 Salesloft award recipient: "Team Over Self" award

Cox Media Group - Atlanta, GA   September 2018 – January 2019

Web Analytics Developer
Reviewed sites and sent tag strategy to markets; created GTM accounts, configured triggers, created and deployed GA accounts, created and deploy DCM floodlights

Nebo Agency- Atlanta, GA   May 2014 – September 2018

Front End Developer
Partnered with designers and back-end developers to transform ideas into clean and maintainable code. Advised on technical matters such as project feasibility and long- term direction for new projects. Resolved issue tickets and fixed bugs as well as maintained, updated, and enhanced client's websites.

- Developer on the 2015 Atlanta Marketer of the Year (AMY) award winning website for the Atlanta beltline

Freelance Front End Developer – Atlanta, GA   September 2013 – August 2014

Snowite- Paris, France   January 2013 – September 2013

Front End Developer

- Researched and developed new solutions with the design and marketing departments for clients such as Universal Music, Warner Music, Sony Music, FNAC

SKILLS

- Digital Operations: team & multi projects management, technical SEO, site performances optimization, A/B testing, CRO optimization, cross functional team management, reporting, SLAs & requests tracking
- Web Engineering: HTML 5, CSS 3, SASS, JavaScript, JQuery, React, Gatsby, Bootstrap, PHP, Ruby on Rails, CMSs, version control
- Web Design: Figma, Adobe Creative Suite
- Database: PHP-Sql, MySql, Apache (Unix system)

CERTIFICATIONS

Google Analytics 4 Certification - 04/12/2023

EDUCATION

BCS, CNAM (Conservatoire National des Arts et Métiers) Paris, France   June 2012
Web Development, Web/Multimedia Management

JD, Versailles University, France   June 2006