

# MICHAEL TRIPARI

Marketing Technology Manager, Revenue Operations, Marketing Systems Engineering

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Lancaster, PA 17603

## Summary

Marketing Technology Manager who builds revenue-generating infrastructure and eliminates vendor dependencies. Delivered over \$100K in annual recurring savings by replacing agencies with in-house marketing systems supporting \$216M in revenue operations. Specialized in marketing automation, Fair Housing-compliant data architecture, server-side conversion tracking, and multi-API orchestration. Expert at connecting marketing data to revenue outcomes through scalable, compliant systems.

## Experience

**Marketing Web Strategist - Operating as Marketing Technology Lead**  
Willow Valley Communities • Aug 2023 - Present • Lancaster, PA

### Key Impact:

- Over \$100K annual savings: Replaced agency dependencies by building complete marketing tech stack in-house (eliminated \$500K+ spend since 2021)
- 83% improvement in Google Ads performance through server-side conversion tracking with dynamic value mapping
- 90% reduction in spam leads via 6-layer validation system, saving sales team 10+ hours weekly
- Built Fair Housing-compliant lead scoring platform (0-400 scale) using Census data, property values, and behavioral signals
- 99.7% system reliability processing hundreds of leads monthly with sub-2-second delivery to CRM

### Technical Execution:

- Engineered multi-API orchestration layer (Census, property valuation, email/phone validation, USPS, Google Ads) with comprehensive error handling
- Built redirect recovery system solving attribution failures and restoring full conversion tracking accuracy
- Eliminated duplicate conversion tracking (was inflating reporting 200-300%) via dataLayer override architecture
- Built real-time CRM integration with automated lead routing, field mapping, and sales prioritization
- Designed OAuth 2.0 server-side Google Ads integration with enhanced conversions and automatic retry logic

Led cross-functional alignment with Sales, Legal/Compliance, and IT to deliver production-ready systems replacing external vendor capabilities.

**Tech Stack:** Google Ads, GA4, GTM, WordPress, PHP, JavaScript, REST APIs, OAuth 2.0, Census Bureau API, Email/Phone Validation APIs, Property Data APIs, Enterprise CRM Integration

### Founder & Marketing Strategy and Digital Platforms Lead • Lancaster, PA

Tetrad Marketing (Self-Employed) • Aug 2011 – Nov 2022

- Founded and operated digital design practice serving hospitality and furniture brands across web, branding, and UX
- Delivered full-cycle projects from discovery through launch, managing client relationships and freelance teams
- Developed repeatable systems for client reporting, asset creation, and project delivery
- Built foundation in web technology, marketing strategy, and client management that informed transition to marketing technology leadership

## Skills

- **Marketing Technology & Operations:** Google Ads (Search, Performance Max, Target ROAS), Google Analytics 4, Google Tag Manager, Marketing Automation, Lead Scoring & Qualification, CRM Integration, Campaign Attribution, Marketing Analytics, Revenue Operations
- **Technical Development:** API Integration & Orchestration, JavaScript (ES6+), PHP, WordPress Development, Server-Side Tracking, OAuth 2.0, REST APIs, JSON, HTML/CSS, Git
- **Data & Compliance:** Fair Housing Act Compliance Architecture, Census Bureau API, Property Data APIs, Email/Phone Validation APIs, USPS Address Verification, Demographic Scoring, Data Privacy & Security
- **Tools & Platforms:** HubSpot (Marketing Hub, Sales Hub), Salesforce (exposure), Marketo (exposure), ActiveCampaign, Looker Studio, Tableau, Google Apps Script, Zapier, Meta Ads Manager, Microsoft Advertising, WordPress (Oxygen, Elementor), Gravity Forms, Figma, Asana, Monday.com, Notion, Airtable, GitHub, SQL/BigQuery (working knowledge), Visual Studio Code

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## Education & Certifications

**Salesforce Marketing Cloud** Email Specialist Certification (In Progress, Expected Q1 2026)

**Google** – Adwords Search & Fundamentals (2018–2019)

**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