MICHAEL TRIPARI

CASE STUDY: MICHAELTRIPARI.COM/CS

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Summary

Marketing Technology Architect specializing in data driven systems, scoring engines, and multi API performance architecture. I design and deploy marketing infrastructure that replaces agencies, automates intelligence, and drives measurable lift across acquisition pipelines.

Core Impact (Top Achievements)

- · Built multi API scoring system powering multi brand pipeline with 112K annual savings
- Engineered server side Google Ads conversion uploader with hashed enhanced conversions
- · Developed redirect recovery and attribution framework reducing data loss by 90 percent
- Led performance lift across high intent search with scoring based value mapping
- · Designed Fair Housing compliant data scoring for regulated senior living campaigns

Experience

Marketing Web Strategist • Lancaster, PA

Tech Stack: Google Ads, GA4, GTM, CRM, Gravity Forms, PHP, JavaScript, Census API, Zillow API, Apps Script Willow Valley Communities • Aug 2023 - Present

- Functioning as the performance marketing and digital systems lead across four brands
- Took full ownership of digital performance strategy for Mosaic, including media planning, CRM integration, attribution tracking, and analytics eliminating over \$500K in historical agency spend since 2021.
- Designed and deployed a proprietary lead scoring algorithm (0-400 scale) using income data, property
 values, Census demographic data, and behavior signals increasing qualified lead detection and improving
 sales follow-up precision.
- Built a real-time spam and data validation stack using Twilio (phone), ZeroBounce (email), and behavioral filters reducing junk leads by 90% and automating intake triage.
- Engineered campaign infrastructure with full Google Tag Manager stack (GCLID, UTM, delayed submission, deduplication), integrated directly into Gravity Forms and CRM with fallback via Google Apps Script.
- Created dashboards connecting ad spend to pipeline velocity, enabling faster decisions across marketing, sales, and leadership.
- Supported executive decision-making with data-backed recommendations on market targeting, bidding zones, and message testing, optimizing for pipeline value over pure volume.
- Led cross-department collaboration with Sales, IT, and external partners, translating technical outcomes into strategic performance gains.
- Identified and solved attribution, form tracking, and lead routing failures across brands; built scalable solutions now used by 4+ business units.

Founder / Web Design and Marketing Strategist • Lancaster, PA

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

- Founded and led a digital design practice serving hospitality and regional furniture brands.
- Delivered full-cycle branding, UX, and web strategy projects across web, social, and print.
- Collaborated with freelance developers and marketing consultants to improve usability and strategic alignment.
- Developed internal systems for client reporting and ongoing marketing asset creation.

Skills

- Performance & Strategy: Google Ads, GA4, Looker Studio, Max Conversion Value, Campaign Architecture, Bid Strategy.
- Tracking & Attribution: Google Tag Manager (custom events, enhanced conversions), UTM/GCLID tracking, Offline Conversions, DataLayer logic.
- Spam & Lead Filtering Tech Stack: Twilio (phone validation), ZeroBounce (email), Form behavior tracking.
- Lead Scoring Stack: AI-Based Scoring Algorithm, Property Data, Census API (income & demographic), Intent Signals, Behavioral Heuristics.
- Systems & Automation: Gravity Forms, REST APIs, CRM Integration, Custom Webhooks, Serverless Scripts, Google Apps Script.
- Web Technology: WordPress (Oxygen, Elementor), HTML, CSS, JavaScript, PHP, JSON, Figma, Responsive Design, Page Speed Optimization.

Education

Lancaster County Career and Technology Center: 2010-2011

Computer Systems Technology Program at (LCCTC)

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

Sololearn: 2022

Introduction to Programming Using Java

Credential ID: CT-XOGUHXWQ

Google - Adwords Search & Fundamentals (2018-2019)