

MICHAEL TRIPARI

PORTFOLIO: MICHAELTRIPARI.COM



(717) 314-7438



adrielmichael@gmail.com



Lancaster, PA 17603

Performance Marketing Architect • AI Lead Scoring • Digital Systems Builder

I design in-house performance engines that replace agency dependencies and scale across brands. My work at Willow Valley Communities has eliminated \$72K in recurring costs, improved lead quality by 90%, and aligned campaigns to \$70M in sales pipeline. I lead with systems thinking, performance data, and strategic ownership across media, CRM, and MarTech infrastructure.

Strategic marketing technologist with 10+ years of experience building scalable performance systems that reduce cost, increase lead quality, and enable in-house execution. Known for replacing fragmented vendor solutions with high-efficiency infrastructure combining paid media, web technology, and AI. Currently leading multi-brand digital strategy and performance automation at Willow Valley Communities.

Experience

Marketing Web Strategist

Willow Valley Communities • Aug 2023 - Present

Functioning as: Performance Marketing & Digital Systems Lead

- 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.

Web Design & Marketing Strategist

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

Lancaster, PA

- 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.
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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)