

Thomas Scott Lacy

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Summary

I am a UX/UI, Customer/Employee Journey, and digital strategy leader with deep experience in enterprise app design, marketing automation, Power Platform, CMS development, and AI integration. I build workflow and productivity-streamlining tools, create award-winning digital experiences, and guide teams in adopting emerging tech. I am committed to user-centered design, innovation, collaboration, and delivering measurable results across large, fast-moving organizations. Visit <https://YouNeedTom.com> for additional details!

Technical Skills

SEO/SEM:

- The promotion of clean, compliant code standards and leadership roles in SEO strategies.
- Extensive experience in natural search optimization.
- Strong understanding of keyword analysis for improving visits, duration and link path.
- Thorough understanding of back-linking strategies for improving thought leadership within an industry (industry lists, descriptive lists, optimized landing pages, etc.).

Copywriting:

- Over 20 years of effective web copy for several high-volume sites.
- Assisted technical writer and designed and managed the technical sheets for all products.
- Experience with writing contracts, work orders, estimates, etc. for small business owners and sole proprietors to global organizations, including Visa, Inc.
- Assist marketing team by providing initial web copy used as starting point for messaging.
- “Webify” marketing content/messaging to optimize for search engine indexing and to improve conversion potential.

Website Design/Development/Strategy:

- Language Experience: (X)HTML, CSS, JavaScript, XML/XSL/XSLT
- HTML frames, including Bootstrap5 and Foundation6
- Designed functionality of all administrative pages for custom CMS and regularly consulted with clients regarding effective Internet practices.
- Designed and developed B2B/B2C solutions for companies ranging from sole proprietors to Fortune500 companies.
- Designed Aprimo ROI Calculator and Cox Communications Gap Analysis solutions (web-based apps).
- Designed RM6 Revenue Marketing 6-lever assessment solution using Google API (radar graph)

Website Management/Marketing Automation:

- CMS Systems, many popular solutions as well as custom proprietary systems.
- Web Authoring Software: Dreamweaver, Version Control (SVN), and many others.
- Design and develop websites for multiple organizations.
- Created the overall form and function for all DataMan Systems websites, daily content management, email campaigns and web-based training of content management systems.
- Successfully managed the creation of client email accounts and consulted with clients on the use of e-mail forwarding practices, auto-responders and e-mail marketing campaigns.
- Certified in ExactTarget; responsible for implementation of HTML, data extensions and solutions training for clients.
- Certified Marketo Technical Consultant in 2012.
- Experience with many mid-tier marketing application platforms, including Constant Contact, Act-On, MailChimp and others.

Graphic Design:

- Proficient in Adobe suite of products
- First place award from the *Magazine Association of Georgia* for best website in the 1,000,000+ distribution class (for GA Magazine – the largest circulated magazine in the state).
- Received *Spotlight on Excellence Award for Best Website* from the National Marketing and Member Services Conference for Electric Membership Cooperatives.
- Create postcards, posters, direct mail, tradeshow displays and email marketing collateral for enterprise business automation solutions provider, dramatically improving lead generation.

Artificial Intelligence:

- Proficient in advanced prompting strategies.
- Created the Cox Communications AI Super Enthusiasts app and facilitate regular meetings regarding AI skills.
- Created a “Share Your Prompt” function that allows members to upload prompts that can be used in Claude, Chat GPT, Copilot, Glean, and n8n. Attributes include goal/outcome, end-result expectations, context, constraints (guardrails), and area/topic of interest.
- Created effective AI strategy mapping for GCPRE, CATS, The 4 C’s, RTCFC, and CARE to help individuals fine-tune prompting.
- Created a 500+ AI Glossary term library with ability for users to interact with definitions, vote up/down terms, and add new terms not currently available.
- Created artifact library for articles and videos from across the Internet that support beginner to intermediate AI practitioners.

Power Platform:

- Proficient designer for all Power Platform solutions.
- Build high-end Power Platform Power Apps connected to Power Automate flows for \$30 Billion telecommunications company
- Build high-end Power Pages solutions for consumer-facing customers.
- 5 years of experience building and designing internal productivity enhancement solutions that save millions each year.
- Facilitate “Show & Tell” and “Office Hours” events each month for approximately 200 participants every third and fourth Wednesday afternoon for the past 4 years.

Work Experience

Cox Communications

Sr Software Engineer / UX/UI Design and Strategy Solutions (Employee Engagement/Experience Designer)

2016 to present

Design and develop innovative front-end solutions for enterprise web applications that improve productivity and enhance the end-user experience. Design automated solutions that remove the need for contact switching between applications. Work directly with clients to ensure solutions meet requirements. Conduct user-centric ideation sessions leveraging Design Thinking and LUMA concepts. Work with multiple levels of leadership to create communication solutions for presentations, logos, posters, etc. Work with innovation teams to create potential solutions for current and future solutions, including platform integration with third-party vendors. Determine best practices for design and strategy solutions and support internal/external teams with design and strategy solutions to improve the overall user experience. Provide clear, concise, and easy-to-understand user experience and user interface solutions that optimize productivity and enhance overall individual performance for all employees. Create design and strategy solutions that complement, enforce, and are in alignment with enterprise-wide goals.

Accomplishments:

- LUMA facilitator, 2023.
- Currently build interfaces leveraging Microsoft Power Platform for the CCI Dev & Enablement team.
- Designed and built Cox Communication’s URL shortening solution, Jump.
- Designed a custom interface, making it easier for non-technical employees to build web applications.
- Designed multiple internal applications that optimize user productivity.
- Member of the Innovation competition (Hackathon), 2019.
- Member of the Leadership team’s internal competition, Disruptor.

- Actively work to identify and communicate the benefits of changes; collaborate with others to implement UX/UI changes to enterprise applications.
- Create logos for enterprise divisions.
- Create executive presentations for multiple teams.
- Develop best practices for design and strategy solutions.
- Created initial EDO Reporting solution, then created updates to information flow and data display strategy for the UX/UI
- Designed and built the Provisioning app.
- Completed the Outages app concept.
- Designed and built EDO Reporting
- Designed and built the Gap Assist app (as part of a presentation deliverable)
- Designed all screens and information flow for the Vendor Invoicing app.
- Work extensively with EmailOpen for corporate communications for several internal events.
- Design posters and printed collateral for internal communication placed throughout the Atlanta campus.
- Responsible for multiple leadership presentations.

Accenture

Associate Manager, Solutions Engineering
2013 to 2016

Provided innovative marketing and internal user interface solutions for field technicians that cut the workforce approximately in half by automating processes (reducing BOTG from 1500 to 750 employees). Created an interface that integrated seamlessly into an existing application (CX Connect), allowing technicians to use any device with a digital camera to upload images to a repository, providing supervisors with an easy way to review the quality of work performed. Created multiple applications for field services teams that optimized employee productivity through innovative automation strategies. Created a sales web application that gamified the sales process and provided transparency across the sales force.

Accomplishments:

- Created a sales application that provided updated accomplishments across sales teams.
- Created automated processes that optimized field services technician's management obligations, reducing the workforce by approximately 50%.
- Created a custom digital image upload process that streamlined the technician audit process.
- Created an application that improved communication between the ops team and field services.

The Pedowitz Group

Sr. Solutions Engineer
2010 to 2013

Actively consult global Fortune 500 companies on effective demand generation and revenue marketing strategies. Tactical implementation of marketing initiatives that include email marketing and website landing page solutions. Develop and manage solutions using marketing automation platforms that include Marketo, and ExactTarget at the enterprise level and MailChimp and Act-On at the mid-market and SMB level.

Implement and resolve advanced Web front-end technology solutions for Marketing Automation platforms. Design and build custom integrations within Marketing Automation platforms (Marketo, ExactTarget, and others). Serve as an expert resource to customers on the custom development and integration of Marketing Automation solutions. Technology expert and thought leader in contemporary Web technologies and techniques, both internally and externally for emails and landing pages. Provide Marketing Automation training to both internal staff and clients. Support client engagements, projects, and deliverables.

Develop and manage ongoing process improvement and email/landing page best practices. Provide clients with support from the initial build (discovery, documentation, requirements gathering, etc.), to implementation and execution. Collaborate with team members on the creation of demand generation strategies and tactics that convert prospects into opportunities. Create optimized emails, templates, and landing pages designed to refine inquiries so that highly qualified leads are passed to sales.

Accomplishments:

- Certified Marketo Technical Consultant
- Certified ExactTarget Consultant

- Created all aspects of HTML email, including gathering client requirements, graphic design, template development, implementation, and analysis.
- Created extensive transactional email correspondence solution through the use of XML, XSL, and XSLT via SOAP envelope that called one of eight XSL instances used to communicate with customers (all built in one file to improve maintenance/management of ongoing use of transactional emails). The solution was created for Chipotle Mexican Restaurant in 3 languages.
- Create and implement coding structure (hand coding) for both landing pages and email templates.
- Hand coding HTML since 1995; hand-coding CSS, XML, XSL, and HTML.
- Created effective CTAs, design layouts, and consultations.
- Created documentation for email design and development best practices.
- Created an email template library based on the categorization of email intent and purpose (webinar, training, speaker engagements, events, announcements, etc.).
- Created the RM6 application designed to quantify the need for revenue marketing solutions through the innovative use of Google's API.
- Co-author of ROI calculator for Aprimo internal staff designed to expedite the sales cycle and improve client awareness.
- Selected as Employee of the Month and Innovator of the Month.

AFS Technologies, Inc.

Marketing Director
2007 to 2010

Generate revenue, leads, branding & market awareness for the enterprise software division of a software solutions provider in the food and beverage industry. Drive strategies and maintain the division's website using industry standards and leading-edge technologies, including HTML5, CSS3, and JavaScript frameworks. Responsible for marketing content, structure, and management of outside vendors to maintain the organization's website functionality and effectiveness, including all social media strategies. Projects included ensuring a website is optimized through natural search and paid inclusion, providing effective lead generation strategies and value for new and existing customers.

Drive and manage outbound marketing campaigns and track progress, metrics, and leads, distributing leads through Salesforce to account executives depending on lead type, customer need, and region. Operated as the marketing liaison for the division and communicated with various marketing-related vendors on a day-to-day basis, including graphic designers, website developers, and PR firms. Compose and publish the division's press releases to appropriate media outlets and edit executive marketing messages to enhance effectiveness.

Managed the division's marketing and sales collateral, including copywriting, structuring content to maximize marketing potential, and creative graphic design solutions. Managed webinars, attended trade shows to determine the effectiveness of booth displays, created white papers, and performed market research of the competitor's websites and products to produce comparisons and determine differentiators.

Accomplishments:

- Created booth messaging, postcard campaigns, email blasts of case studies, and posters for the Boston Seafood Show. Significantly increased leads generated over past years, resulting in increased sales.
- Created initial landing page for cloud computing portal.
- Increased attendee turnout for the company's user conference through an aggressive online marketing campaign and redesign of the content for the conference website.

Harland Clarke Corp.

E-Commerce Technology Manager
2004 to 2007

Manager who solved E-Commerce challenges that significantly increased sales, site visits, and average order values through effective online marketing strategies. Accomplishments included the creation of e-retailing solutions that enhanced the user experience during the transaction process through effective web flow and e-commerce functionality. Creative implementation of Search Engine Optimization (SEO) best practices in XHTML structure increased SERPs for highly competitive keywords. Effective copywriting improved product awareness and enhanced the user experience.

Designed the user interface for CMS administrative functions and regularly consulted with IT staff regarding the user experience for customer-facing web pages. Provided team leadership and project management for all special projects and effectively managed the resources of 12 Internet professionals in both direct and interdepartmental teams for multiple projects.

Accomplishments:

- Created requirements documentation for E-Commerce tasks that streamlined procedures for team members.
- Created prototyping documentation for version control, including visual, functional, and proof of principle modeling, to ensure expected results from specifications documentation were met successfully.
- Designed custom web projects for the Financial Services department resulting in better site flow and usability.
- Created visual comps detailing web flow and functionality for account executives to ensure expected results were met.
- Wrote effective copy that improved the overall user experience for multiple web page functions and product descriptions.
- Successfully managed B2B/B2C e-commerce product catalog with 60,000+ product SKUs.
- Implemented SEO best practices for CMS templates (Fortune 500/1000 clients), resulting in increased SERP/site visits.
- Effectively managed the resources of a team of 12 Internet professionals in five areas of E-Commerce development. Areas included graphic design, quality assurance, project management, development, and web analytics (site reporting).
- Designed functionality for two custom CMS tools (team lead on UX for front-end/back-end web flow) that streamlined the content management process, resulting in an increase in the number of tasks that could be completed each week.
- Led team on effort responsible for saving hundreds of production hours through streamlining content management procedures and the automation of web-based product options.

Harland Clarke Private Label Migration (PLM) Project

Single point of contact for all e-commerce-related tasks for the Private Label Migration project. Accomplishments included managing the migration of private label sites for Fortune 500 companies from multiple platforms into a single .NET platform.

Accomplishments:

- Created CSS/XHTML used to enhance conversion and SEO efforts (higher code-to-text ratios, SERPs, etc.).
- Created jQuery/AJAX functionality that reduced code and improved the customization process.
- Designed original comps and managed designers for new user interface design used for all private label clients (including Walmart Check, Staples Checks and Forms, and Costco Checks).
- Identified analytics needed for each site and created standards and procedures that streamlined processes for building and maintaining future sites.
- Successfully managed migration from the Domino platform to a .Net platform for two sites generating approximately \$30 million in annual sales without interrupting site service (effective needs/requirements assessment, resource management).

DataMan Systems

Co-Founder/Director of Internet Marketing
1995 to 2004

As co-founder and Managing Partner (Internet Marketing), accountable for the continued growth of the company's Internet services, including custom design/development, programming, and Internet marketing services for 9 years (approximately 30% per year).

Executive Accomplishments:

- Managed all company advertising, sales, and marketing initiatives resulting in increased sales for twelve years.
- Created all client contracts, agreements, development surveys, and site evaluations, enhancing customer relationships and improving the development process.
- Designed the overall form and function of the company's content management system, making it easier to manage clients from site design and management to billing.
- Regularly consulted with clients on successful web-based marketing initiatives, shared "best practices" advice for SEO strategies, and successfully managed the day-to-day direction of up to 50 domains per month.
- Sales accomplishments included successful lead generation that incorporated cold calling, networking events, seminars, and guest speaking events as an Internet-based subject matter expert (SME).

Project Accomplishments:

- Directed all Internet sales and marketing resulting in increased sales for 12 years.
 - Created all search engine optimization strategies resulting in increased SERPs for client sites.
 - Designed e-mail campaigns that increased viewership and conversions.
 - Wrote web copy for multiple websites for twelve years.
 - Designed graphics that resulted in first-place awards for national organizations.
 - Hand-coded CSS/XHTML for clients that enhanced natural search results and increased SERPs.
 - Designed CMS functionality, design, and management that resulted in reduced operating costs.
 - Won first place award from the Magazine Association of Georgia for best website in the 1,000,000+ distribution class.
Received Spotlight on Excellence Award for Best Website from the National Marketing and Member Services Conference for Electric Membership Cooperatives
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Certifications

- Certified ExactTarget Technical Consultant
- Certified Marketo Technical Consultant
- LUMA Facilitator
- GenAI Fundamentals for UX Designers + Researchers

Awards

- **First Place, Magazine Association of Georgia**
Best Website (1M+ distribution class)
 - **Spotlight on Excellence Award – Best Website**
EMC National Marketing & Member Services Conference
 - **Top Innovator**
Chipotle Mexican Restaurant's first online ordering app
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