Courtland Getz

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SUMMARY

Experienced Web Developer and Brand Specialist with a demonstrated history of working in the marketing and advertising industry. Skilled in Graphic Design, Web Design, Web Development, Website Strategy, Website Optimization, Branding, and SEO.

EXPERIENCE

Implementation Manager

Tie (Revenue Roll) **December 2025 - June 2026, Salt Lake City, Utah**

• Owned and managed the end-to-end implementation process, driving onboarding efficiency improvements that reduced onboarding time by 66%.
• Led pre-sales technical scoping discussions, evaluating software compatibility and developing real-time onboarding strategies tailored to prospective clients' environments and requirements.
• Provided post-integration support, resolving implementation issues, migrations, and system updates.
• Collaborated with product and engineering teams to automate onboarding workflows, conducting client testing and pre-release validation while providing ongoing support to resolve issues and ensure seamless deployments.

Digital Experience Consultant

Monetate **August 2022 - October 2025, Salt Lake City, Utah**

• Served as the Monetate platform expert and strategy consultant, guiding clients in AB/AI testing aligned with their business goals and priority KPIs.
• Provided strategic guidance and support for 20+ top-tier clients across diverse industries, offering tailored solutions to optimize their user journey.
• Collaborated internally to leverage experience-based insights, contributing to the development of new website features, processes, enablement strategies and product enhancements for continual improvement.
• Maintained a proactive approach to client/project management, ensuring seamless integration and maximum impact of strategies across many sectors.

Web Designer & Developer

SnapLock **October 2020 - March 2022, Salt Lake City, Utah**

• Created and updated assets to modernize outdated logos, graphics, videos, photos and websites.
• Expanded marketing funnels to increase interactions and brand interest.
• Implemented automation and increased connectivity between our CMS, CRM, shipping services, and production processes.
• Updated websites to meet current SEO standards and increase organic traffic.

Lead Developer

Fusion 360 **September 2017 - October 2020, Salt Lake City, Utah**

• Coordinated with clients to understand functional requirements to then plan, prioritize, and communicate risks/roadblocks.
• Developed and maintained responsive sites, mobile sites, landing pages, micro sites, and other interactive media from scratch and within CMSs.
• Created overall web design strategy and Implemented call-to-actions and lead generation tactics on client sites then validated work using heat maps, A B testing, focus groups and google analytics.
• Lead designers, developers and content writers to complete small tasks and full web projects.

PROJECTS & INTERESTS

Adventure Media

• Built a site from scratch to break into the outdoor industry.
• In 6 months grew from 0 to over 9000 monthly unique visitors.
• Created the brand image, all assets, and style guide to elevate the presence of this side venture and create a cohesive feel.
• Built relationships with people from all walks of life to create a quality personal connections with professionals.

Photography & Video

• Learned how to operate and execute photo and video projects for clients and personal projects.
• Worked with teams and others to create branding assets and promotional materials.
• Became even more aware of the role minor details play in the overall success of a project or goal.

Rock Climbing

• Stayed active, focused and vigilant to my surroundings and objectives.
• Set goals and implemented strategies to complete those goals
• Corroborated with others to come up with solutions to advanced problems.

SKILLS

Website Strategy, Website Optimization, Branding, Front End Development, Web Development, Marketing, Client Relations, Team Management, Process Improvement, Photoshop, Adobe Suite, Design, Photography, Video Production