

Kurt Siefken

Web Lead & Marketing Technologist with 20+ years of experience

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EXPERIENCE

Perrigo Company – Lead Web Developer

OCTOBER 2005 - MARCH 2026

Ownership & Scale

- Acted as end-to-end technical owner for 15+ consumer health product websites across highly regulated industries, executing priority updates and campaign launches
- Built and managed Shopify-based DTC ecommerce and subscription membership platforms, supporting revenue growth and customer engagement initiatives

Regulatory & Risk Management

- Led emergency redevelopment of noncompliant website, delivering a fully responsive, FDA-compliant rebuild within one week and eliminating regulatory risk
- Architected and deployed internal ASP.NET/SQL claims management system to route and track regulatory label approvals, improving cross-department visibility and replacing manual workflows
- Collaborated with legal and marketing teams to implement privacy-compliant tracking and cookie management

Growth, SEO & Performance

- Led technical implementation of SEO initiatives with zero server-side errors, increasing organic search clicks by 62% and organic sales by 107%
- Configured Google Analytics, GTM, and tracking pixels to support campaign attribution and performance reporting

Reporting & Marketing Enablement

- Built automated Looker Studio reporting system, transforming complex analytics into customized monthly dashboards for marketing stakeholders
- Built and deployed email campaigns using Klaviyo and Salesforce Marketing Cloud, including workflows and enrollment forms

TOOLS

Shopify
Google Analytics
Google Tag Manager
Looker Studio
Google Search Console
Salesforce Marketing Cloud
Adobe Photoshop
Figma
Hubspot
Klaviyo
Wayvia (PriceSpider)
Hotjar
OneTrust Security
AI (Copilot, chatGPT)

LANGUAGES

HTML
CSS
JavaScript
Shopify Liquid
asp.NET (with VB)
SQL

CERTIFICATIONS

Google Analytics
(Renewed 2025)

EXPERIENCE

Enlaso (now defunct) – Localization Engineer

OCTOBER 2001 - MARCH 2005

Level 3 (now CenturyLink) – Web Developer

APRIL 2000 - JULY 2021

Lionbridge – Localization Engineer

OCTOBER 1997 - MARCH 2000

EDUCATION

Florida State University – B.S. Statistics

SEPTEMBER 1994 - AUGUST 1997

PROJECTS

Opill.com – National Product Launch

- Launched marketing and DTC website for Opill, the first FDA-approved over-the-counter birth control pill in the U.S.
- Built CRO program capturing 10,000+ leads via Klaviyo and Salesforce Marketing Cloud
- Implemented analytics, tracking, and SEO framework to support national media exposure

Walmart Baby Formula Microsite – Strategic Retail Partnership

- Launched retail-focused microsite supporting Walmart baby formula initiative
- Developed responsive front-end and integrated analytics to drive and measure direct traffic
- Collaborated with Walmart stakeholders in Bentonville to align on brand and compliance

Internal Claims Management System – Regulatory Workflow

- Designed and deployed ASP.NET/SQL application to manage regulatory label claims routing and approvals
- Replaced manual email/spreadsheet process with centralized workflow; adopted by graphics, regulatory, and legal teams and still in use seven years later

FDA Compliant Web Site Rebuild – Regulatory Response

- Rebuilt noncompliant marketing site from Figma to fully responsive HTML/CSS within one week under regulatory deadline
- Eliminated compliance risk and replaced overseas vendor implementation through direct coordination with regulatory stakeholders