

NICHOLAS LAPORTE

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708.738.3119

SKILLS

Web & Application Stack:

- HTML, CSS/SCSS, JavaScript
- Responsive web design & dev
- PHP, JSP
- SQL database management
- HubSpot CMS & HubL, WordPress other modern CMS platforms

Data, Analytics, AI:

- Web analytics (Google and similar)
- SEO & SEM strategy/execution
- A/B & multivariate testing, conversion rate optimization (CRO)
- Designing and running AI-assisted experiments
- Funnel analysis and experimentation program design

Acquisition & Marketing:

- Search & display advertising (Google Ads, Bing Ads)
- Paid social and campaign management
- Email and lifecycle marketing tools
- Domain & DNS management

Collaboration & Delivery:

- Adobe Creative Cloud
- VS Code and modern code editors
- Slack and contemporary collaboration platforms
- Wireframing & prototyping

EDUCATION & CERTIFICATES

Eastern Illinois University

Bachelor's Degree in Psychology
Double Minor in Computer Information Systems and Business

Certified ScrumMaster

(PROFESSIONAL EXPERIENCE)

HUBSPOT

Sr. Technical Program Manager | 2021 - Present

- Lead technical and program strategy for apps and CMS assets across HubSpot's ecosystem, ensuring compliant, high-quality, and user-friendly experiences.
- Provide hands-on guidance to partners and builders and drive product/process improvements with product, engineering, and GTM teams.
- Design and refine ecosystem quality programs (reviews, audits, feedback loops) using data to prioritize investments and measure impact on customer experience and adoption.

DREAM TOWN REALTY

Web Director | 2016 - 2021

- Owned digital acquisition and web strategy for the brokerage as lead front-end developer and SEM owner across 300+ sites.
- Drove 15–20% annual sales growth via targeted CPC, high-performing landing pages, and integrated social campaigns generating \$1.8M+ in new sales per year.
- Led cross-functional web projects and team workflows, ensuring scalable, reliable web experiences that supported aggressive revenue goals.

THE BIGGEST LOSER RUN/WALK (NBC)

Web Director | 2013 - 2016

- Owned the brand's end-to-end digital presence, from banner ads and page design to the event website experience.
- Designed integrated print + digital campaigns that lifted registrations and revenue by aligning creative, messaging, and landing flows.
- Managed site maintenance, UX updates, and SEO optimizations to improve discoverability and performance for key event terms.

GRAPHICSLAND, INC

Director of Web Strategies | 2011 - 2013

- Led web strategy and front-end development in an ASP environment, aligning web properties with acquisition and CX goals.
- Owned SEM and paid programs (CPC + social), driving qualified traffic and leads, while keeping content and experiences current and on-brand.

DREAM TOWN REALTY

Web Project Manager | 2005 - 2011

- Directed web operations and growth across 50+ sites, overseeing design, development, and content management.
- Ran A/B and multivariate tests and analytics to increase conversion and reduce exit rates, while leading SEO and lead-gen programs that contributed to ~\$20M in new sales.
- Managed social campaigns generating \$80K+ in new revenue per year and implemented workflows to reduce errors and streamline web production.