**Brian De Maio**

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Github: <https://github.com/Hereiam123>

Portfolio: [https://www.demaiodesign.com](http://www.demaiodesign.com/)

*As a software developer of six years and a continual student of over a decade, I’m looking to offer as much knowledge, persistence and dedication as needed. My experience is in web design and development, including user interface design, back-end development, testing, debugging, and with a focus on analytics and tagging development.*

**EDUCATION**

**University of Central Florida Orlando, FL**

*Bachelor of Arts in Digital Media - Web Design and Development Grad 2014*

**PROFESSIONAL EXPERIENCE**

**Universal Orlando Orlando, FL**

**Fulltime Team Member *July 2020 - October 2021***

Contracter through TekSystems*May 2019-July 2020*

*Senior Analyst and Implementation Engineer - Digital Marketing Analytics*

**Skills & Tools**: Agile, JavaScript, HTML, CSS, SASS, Adobe Analytics, Adobe Target, Adobe Launch/Tags and DTM, Angular, Python, React, Redux, Electron

● Predominantly helping to contribute to revenue lift by analyzing and implementing from design concepts, fully featured front end experiences, through the Adobe Target platform.

● Assisting with the analytics and front end integrations in our mobile native applications on iOS and Android, using Java, Kotlin and Swift. Also assisting in the transitional period between the departing of our contracted Adobe Target team through Sapient Razorfish, and the development of an internal team within Universal Orlando.

● Development, debugging, and integration of updates for the current analytics reporting suites within Adobe Analytics, using Adobe Launch and DTM, leveraging JavaScript, jQuery, CSS, HTML, ObservePoint and Omnibug

● Tagging, code and API implementation through Adobe Launch/Tags, including pixels and postbacks.

● Offering guidance to other team members in best practices for coding implementations and testing on a per platform basis, through the introduction of new languages, including Python.

● Deep understanding of JavaScript, HTML, CSS, and browser compatibility issues, that can become potential large blockers. Working with Angular and other single page application frameworks to improve analytics collection, and integrating experimental front end designs.

● Collaborating with the IT department on positive Adobe Target test implementations within the Angular platform by offering styling and coding input. Teamwork also includes a focus on providing input for future Adobe Target tests in business development, and how best to use secure Universal APIs to enhance Adobe Target A/B tests and experiences.

● Developed a React and Redux application, using Electron and Node, to help our internal ‘Adobe Launch Tag Management’ developers audit their platform, and retrieve setup information. These features are not available in the current Adobe Launch web platform, and some of the Adobe Launch systems have large amounts of information to parse through.

● Developed an audit and implementation strategy to conform to CCPA and GDPR requirements for pixels and cookies implemented through the Adobe Launch/Tags platform. OneTrust is leveraged to make sure that user privacy consent settings are respected.

**Westgate Resorts Orlando, FL**

*Front End Web Developer & Test/QA Engineer - Digital Marketing October 2017-May 2019*

**Skills & Tools**: Agile, JavaScript, jQuery, HTML, CSS, SASS, Adobe Analytics, Google Analytics, Google

Tag Manager, Adobe Target, Adobe Launch and DTM, Spring MVC Framework(incl. Java, JSTL, JSP, XML), Vue, React, NodeJS, ObservePoint

● Implemented concept designs from the Digital Marketing Team to be tested against past page designs, to

find best possible changes for current website, and integrating with current front end stack,

including the Spring MVC Framework, HTML, CSS, XML, SASS, jQuery, Java, JSTLs and JSPs.

● Offered accurate reporting information, through testing, debugging, and integrating with the then current

analytics suite, including Google Analytics and Adobe Analytics, using Adobe Launch, DTM and Google

Tag manager, with JavaScript, jQuery, CSS and HTML.

● Developed skills in retrieving information from Adobe and Google analytics reporting suites, in order to disseminate upon request. This included influencing potential future designs for Adobe Target A/B tests and experiences.

● Raising revenue for resorts rentals through the Westgate Resorts site, a multimillion-dollar source, with front

end testing through Adobe Target, using TestNG and the Selenium Framework for integration

and regression issues, in combination with Java

● Acquired skills in the integration of A/B tests within a React SSR environment, with communication

with outside rental sales booking IT team

● Worked on the implementation of several of our sites’ CMS features, using Vue, VueX, Nuxt and Firebase with NodeJS

**FREELANCE WEB DEVELOPMENT**

**Artist Cheer Orlando, FL**

*Web Developer March 2017-August 2017*

**Skills & Tools**: Drupal, PHP, CSS, HTML, JavaScript, jQuery, CSV, MySQL, Google Analytics

● Developed professional musician rating website, with in depth interactivity, including search and add

functionality, and a star rating system

● Oversaw the initial content creation, by sourcing photos, biographies and samples of musicians’ music to be displayed to the user. Artists to be voted on were provided by client, in a Google spreadsheet and converted from CSV to an importable SQL file.

● Implemented commenting system that allowed users to share opinions of their favorite artists by integrating the DISQUS comment system

● Provided server startup and database functionality through web host, via Apache and MySQL

● Integration of Google Analytics for tracking user experience and flow

**PERSONAL PROJECTS**

**Dev Operation**

Site:<https://www.theoperation.org>

Github: <https://github.com/Hereiam123/The-Operation>

● A site for developers to work together and collaborate on ideas. Developed using React, Redux and Node, in conjunction with MongoDB

**InVue**

Site: <https://www.vueit.org/login>

Github: <https://github.com/Hereiam123/inVue>

● Instagram-style posting and photo sharing site. Developed using Firebase, Vue, and VueX.

**InSpace**

Site: <https://www.inspace.info>

Github: <https://github.com/Hereiam123/InSpace>

● Built using the React Apollo Client and GraphQL, the application retrieves data regarding SpaceX launches using their v4 API. Launches are presented and offer more information about a launch upon exploration.

**ReactRoll**

Site: <https://www.reactroll.com>

Github: <https://github.com/Hereiam123/Future-of-Infinite>

● A simple infinite image scrolling page, using the UnSplash image API with React