JM

JOHN MAINIERO
DEVELOPER AND ANALYST | WWW.JOHNMAINIERO.COM

SKILLS

Programming Languages:
- JavaScript (2 Years)
- jQuery (2 Years)
- PHP (1 Year)
- MySQL (1 Year)
- NoSQL (1 Year)

Version Control:
- Git
- GitHub
- Apache Version Control

Operating Systems:
- MAC OSX
- Windows
- Linux

Google Analytics Solutions:
- Google Tag Manager
- Google Analytics

Other:
- Profound creative and analytical problem-solving and troubleshooting skills
- Exceptional organizational and presentation abilities

EXPERIENCE

INTEGRATION & PRODUCT DEVELOPER • VISTADASH • NOV 2018 -SEPT 2019
- Develop new and maintain existing explications
- Built reusable code for future use
- Collaborate with co-workers to establish backend conventions, principles and patterns
- Designed and implemented new user features to help drive user retention
- Integrate our application with third-party APIs utilizing PHP and MySQL
- Assist Project Manager and President to build and support new technologies to balance developer(s) workload

INTEGRATION COORDINATOR • VISTADASH • OCTOBER 2017 – NOV 2018
- Formulate and deliver product enhancements utilizing JavaScript, PHP, and MySQL
- Plan out and execute special projects both internally and with THIRD PARTIES utilizing JavaScript, PHP, MySQL, and ColdFusion
- Perform API tests
- Build draft code for the development team to implement third-party tasks
- Create task specification to implement API integration in the tool
- Explore potential integrations that could add value to the business/application

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- Communicate with Business/IT contacts to get required information and documentation
- Participate in call/meetings with vendors for data gathering and Q&A

ENGAGEMENT SPECIALIST• VISTADASH • JUNE 2017 – SEP 2019

- Utilize Regex to implement and maintain Google Analytics goals
- Participate in call/meetings with vendors for data gathering and Q&A
- Created a standard for how user engagement should be tracked and displayed via Google Analytics and Google Tag Manager
- Responsible for implementing and architecting Google Tag Manager containers to meet our client's expectations
- Webinar speaker for Google Analytics Skill Building & Certification on how to properly use Google Tag Manager and Google Analytics
- Implemented custom tracking solutions with JavaScript and jQuery
- Developed scalable and repeatable Google Analytics implementation methods
- Worked with website providers and third-party tool providers to implement proper site and goal tracking
- Monitored quality assurance and maintenance of Google Tag Manager containers for 1000 plus stores