


ANTHONY PURIFICATO

WEB DEVELOPER



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PROFILE

I am a diligent web development/design professional. Primary work experience in Front-End development: HTML, CSS, JavaScript, and CMS Platforms. Heavily skilled in CSS Frameworks and React. Currently advancing competency in Back-End technologies, including Node JS, PostgreSQL, MongoDB, GraphQL, and Express JS. I have prior experience working on large web projects with big name clients.

SKILLS/TOOLS

- HTML, CSS, Javascript
- CSS Frameworks (incl. Bootstrap)
- React
- Node JS
- WordPress
- SEO Audits & Scans
- Copywriting
- Email Marketing
- MailChimp & Campaign Monitor
- Zoho Projects Platform
- GitHub/Git version control

EDUCATION

FULL STACK PROGRAMMING

Rutgers/EdX Coding Bootcamp

Completed June 2024

BACHELOR OF ARTS, PSYCHOLOGY, WRITING MINOR

Rutgers University

Graduated December 2019

EXPERIENCE

DIGITAL MARKETING/WEB SPECIALIST

Solar Mite Solutions

Oct. 2022 - Present

- Wordpress website maintenance and SEO support.
- Customer engagement and building relationships, communicating promotional services and ensuring positive experiences.
- Conducting market research and digital strategy.
- Various administrative tasks to support office, when additional help is needed.
- Role moved to part-time hours as company slowed down a bit - took this as an opportunity to advance into web development.

DIGITAL PLATFORMS EXPERT

D2 Creative

Feb. 2020 - Oct. 2022

- Promoted from Content Specialist role - lead publisher on CMS platforms (Joomla, Drupal, WordPress, etc.).
- Researched technology and marketing opportunities to benefit the company, reporting to the Head of Customer Engagement; presented on strategy meetings with leadership.
- Conducted webinars to train project managers on various platforms and technologies.
- Spearheaded launch of blog on internal company website, utilizing SEO best practices to boost traffic.
- Performed SEO site scans and audits, meta content copywriting, and social media posting on Agorapulse platform.