

# Brian O'Toole

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## EXPERIENCE

### Director, Design & Development

Progressive Dental

Oct 2018 - Present - Tampa, FL

- Lead and actively participate in the development of internal/client web & mobile projects
- Attend new business meetings to assess needs, budget, and team for new client opportunities
- Establish creative parameters for client marketing regarding design, content, web and management

### Sr. Manager, Integrated Production

Sparxoo

Jan 2017 - Oct 2018 - Tampa, FL

- Coordinated, managed and developed unique web and mobile experiences across diverse platforms and devices
- Implemented new techniques, tools and technologies to improve the development team
- Worked with leadership to implement and manage a team Agile framework for creative production

### Manager, Development

Sachs Media Group

Aug 2012 - Jan 2017 - Tallahassee, FL

- Led all aspects of website development projects including onboarding, management, development, content management, metrics and measurement
- Collaborated with design and communication teams to develop well-documented and modular websites
- Established operational standards, best practices and guidelines to enable scalability of solutions

### WordPress Developer

What's Next Marketing

May 2010 - Aug 2012 - Tallahassee, FL

- Worked with account teams to plan and set technical requirements for website projects
- Used modern technology (HTML/CSS/JS/PHP/WP) to develop user-driven websites
- Generated and maintained internal documentation for code standards and optimization techniques

## EDUCATION

### B.S. Marketing

Florida State University

Graduated May 2011

## AWARDS

- 3x Florida Public Relations Award Winner
- 2x American Advertising Award Winner