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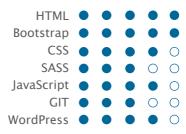
Dani Amsalem

Front-end dev and expert in process documentation encouraging scale and growth.

EXPERTISE

Front-end Web Development
Custom WordPress Themes
Responsive Design
Process Documentation

SKILLS

HTML ● ● ● ● ●
Bootstrap ● ● ● ● ●
CSS ● ● ● ● ○
SASS ● ● ● ○ ○
JavaScript ● ● ● ● ○
GIT ● ● ● ○ ○
WordPress ● ● ● ● ○

ADDITIONAL SKILLS

Photoshop ● ● ● ○ ○
Illustrator ● ● ● ○ ○
Affinity Designer ● ● ● ● ○

Software Development Life Cycle:
Scrum Framework
Agile Methodology

Object Oriented Programming:
C#, .NET and ASP.NET

Database Skills
SQL and T-SQL

Editors & IDEs
Atom
Dreamweaver
Visual Studio Code
Visual Studio

EXPERIENCE

Web Developer
Pulse Creative — 2019 to Now
• Designed custom Wordpress themes and CMSed pages for easy editing
• Delivered a responsive web design course to a graphic design team resulting in an 80% improvement in mobile-friendly web designs
• Implemented walkthroughs for simple web tasks turning them over interns
• Initiated and implemented web annotation software improving the speed of company communications by 50% and saving dozens of wasted hours

Full Stack Developer Internship
Prosper I/T Consulting — 2019
• Built back-end scheduling software web app for tracking employee hours
• Used the Agile/scrum methodology and Azure DevOps/TFS
• Applied C#, SQL, HTML/CSS to build both the front-end and back-end

Personnel Director
The Tech Academy — 2018
• Recruited, trained, and on-boarded new staff for a variety of roles
• Wrote and revised company policies
• Optimized the on-boarding process increasing efficiency by 200%

Interviewer & Co-Author
Crypto101 Podcast — 2017 to 2018
• Co-hosted and interviewed cryptocurrency influencers on the podcast
• Co-authored Johnny's Guide to Cryptocurrency available on Amazon

E-commerce Project Manager
AMZ Club — 2017 to 2018
• Designed several e-commerce websites
• Simultaneously managed a handful of e-commerce brands
• Composed dozens of Standard Operating Procedures fostering team independence with remote employees

Amazon Merchant Account Manager
Fury Fitness — 2016 to 2017
• Researched, developed, and sourced products internationally
• Synchronized product launch strategies resulting in top Amazon listings.
• Formulated and maintained successful advertising campaigns driving tens of thousands of dollars in sales.

Marketing Manager
Tile Plus — 2015 to 2016
• Designed and optimized the entire web presence including the website
• Created a successful lead generation funnel doubling the incoming leads

Stud Welding Supervisor
SILICON Rapid Arc Welding — 2012 to 2015
• Supervised crews of over a dozen stud welders in oil refineries
• Coordinated metallurgical tests across refineries
• Wrote training documents simplifying routine maintenance work by 2X

EDUCATION

Certification:
Software Developer
The Tech Academy

Associates in Applied Science:
Business Administration
Hubbard College of Administration

PROJECTS

A&M Property Investments 🌐 View Live Site
–HTML, CSS, PHP, WordPress–
Coded out 6 WordPress micro-sites based on PSDs properties across the country.
Hard-coded the portfolio landing page to be compatible with existing site.

Courtyard Farms – Site not yet live
–HTML, CSS, PHP–
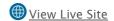Developed a custom WordPress theme based on Sketch files. CMSed all content
for easy editing and included a responsive, mobile-friendly layout.

PowerPlay – Site not yet live
–HTML, CSS, PHP, JS–
Built out custom WordPress template pages and content. Customized Slick Slider JS
and Lity Lighbox JS libraries for custom functionality.

Persistent Systems 🌐 View Live Site
–HTML, CSS, PHP–
Incorporated PHPMailer library for built-in emailing functionality. Updated
content and styling of various pages.

TaxandToday 🌐 View Live Site
–HTML, CSS, WordPress–
Updated web content and templates for a revitalized web experience.

A&M Capital 🌐 View Live Site
–HTML, CSS, WordPress–
Improved copy and media for an improved site design.

A&M Global Transaction Advisory Group 🌐 View Live Site
–HTML, CSS, PHP, WordPress–
Refreshed online content for SEO purposes.

Decryptionary 🌐 View Live Site
–HTML, CSS, WordPress–
Created the simplest Bitcoin and blockchain dictionary with hundreds of
entries, a variety of visual walkthroughs and more.

Catch of the Day 🌐 View Live Site ⚫ View Github Source
–HTML, CSS, JavaScript, React.JS, Firebase–
Developed a seafood market web-app built with authentication, web sockets,
URL routing, and global variables using State for real-time updates.

Tile Plus 🌐 View Live Site
–WYSIWYG Editor–
Modeled a website after leading competitors which funneled traffic into lead
generation forms. The system has actively generated leads on an ongoing basis.

Gate Pro 🌐 View Live Site
–WordPress–
Constructed a simple website for a small business based in NYC. Provides lead
generation and basic brand information.

Insurance Quote App ⚫ View Github Source
–HTML, CSS, C#, ASP.NET, MVC, SQL –
A database-first ASP.NET, MVC project using Entities Framework that collects
customer information and generates an insurance quote.