# **Dani Amsalem**

Mobile: 408-768-0568

Email: dani@theamsalems.com

Front end dev with a knack for the marketing industry. My technical focus has been on JavaScript and associated frameworks.

## **Summary**

## **Development Skills**

- My JavaScript starts with vanillaJS and jQuery and has matured into a focus on ReactJS often using NextJS.
- My CSS background is in Bootstrap and Foundation and later SCSS written from a BEM perspective. I also enjoy CSS-in-JS such as Styled Components.
- I've worked with several content management systems (CMS) including headless options such as Sanity and Dato.
- I currently work in an Agile environment using Scrum methodologies with Atlassian.

# **Projects**

## **SignUpGenius**

#### CF, AngularJS, HTML, CSS

Full stack maintenance on a very large, high-traffic site using a combination of ColdFusion and AngularJS.

Currently spec'ing out a rebuild using NextJS and Sanity CMS

## TimeTap Blog

### ReactJS/NextJS, StorybookJS, StyledComponents, Sanity CMS

Built a new blog using Reacts components built in the NextJS framework with data supplied by Sanity CMS using Groq. Established new testing practices using Storybook. Migrated blog posts by web scraping and then streaming assets into Sanity using NodeJS.

## **Colorado Plastic Surgery**

#### HTML, SCSS, PHP, JS

Performed regular updates and site optimization taking mobile PageSpeed Insights from 19 to 82 and desktop from 57 to 99.

#### **Dr Halaas**

### HTML, SCSS, MVC PHP, JS, Dato

Maintained the site by expanding functionality and structure.

## Sadrian Plastic Surgery

#### HTML, SCSS, PHP, JS

Along with regular updates, also optimized the site improving mobile scores from 52 to 77 and desktop from 81 to 99.

#### **Dr Karam**

#### HTML, SCSS, PHP, JS, Dato

In addition to consistent updates, optimized the site bringing mobile scores up from 33 to 73 and desktop from 81 to 99.

## **Vasper Systems**

#### HTML, SCSS, PHP, JS

Created a website highlighting functionality and benefits for a health and fitness tool used by NASA and the military. A combination of Slick Slider and Vanilla JS animates components for improved visuals. Most content can be accessed and changed in the WordPress dashboard.

## **Victory Martial Arts**

#### HTML, SCSS, PHP, JS

Constructed a large, custom WordPress site using ACF to make content editable in the WordPress CMS. Reverse-engineered existing online architecture and rebuilt it using more modern technology.

#### **PowerPlay**

#### HTML, SCSS, PHP, JS

Built out a very large, custom WordPress website using Slick Slider for responsive carousels and heavy use of CSS Grid and Flexbox for a more structured visual layout. Much of the site can be accessed and edited in the backend.

## **Courtyard Farm**

#### HTML, SCSS, PHP, JS

Developed a custom WordPress website using Slick Slider for mobile-friendly carousels and the Lity Lightbox for custom functionality.

#### **A&M Property Investments**

#### HTML, CSS, PHP

Coded a template used by a national real estate firm to showcase their properties in Chicago, New York, and Portland. All content is editable in the WordPress backend.

## **Decryptionary.com**

#### WordPress

Sketched, built, and sold the simplest Bitcoin and blockchain dictionary. Contains hundreds of entries and a variety of visual walkthroughs, several word lists and more.

## **Experience**

## **Software Developer**

#### SignUpGenius — Remote — October 2021 to Present

- Planned, refined and developed a new front-end using React components built in the NextJS framework with data supplied by Sanity CMS over Groq. Established new testing practices using Storybook and handled data migration over NodeJS.
- Maintained the full stack of a family of SaaS, using a variety of technology including AngularJS, ColdFusion, and WordPress.
- Structured responsive email templates using the MJML framework.

## Site Reliability Developer

#### Studio 3 Marketing — Remote — June 2020 to October 2021

- Managed dozens website updates for features, ADA compliance and site speed with average mobile scores improving 149%.
- Regularly built and revised modules for Dato, a headless CMS.
- Created and administered AWS LightSail instances.
- Primary languages, frameworks, and tools included Dato CMS, GraphQL, PHP, SCSS, and JavaScript.

## **Web Developer**

### Pulse Creative — NYC — March 2019 to June 2020

- Designed custom WordPress websites and CMSed templates for easy editing.
- Coordinated and delivered a responsive web design course to the graphic design team resulting in a 60% improvement in mobile-friendly web designs.
- Created SOPs for routine web tasks which are in use by interns.
- Established the use of web annotation software improving the speed of web feedback to edits by more than 50%, saving hundreds of hours.
- Established and on-boarded the web team to Asana project management software.

#### **Personnel Director**

#### The Tech Academy — Portland, OR — September 2018 to November 2018

- Recruited, trained, and on-board staff for a variety of roles
- Wrote and revised company policies
- Optimized the on-boarding process increasing efficiency by 200%

## **E-commerce Project Manager**

## AMZ Club — Remote — November 2017 to August 2018

- Developed e-commerce websites
- Serviced and managed a handful of e-commerce brands
- Hired and trained personnel
- Composed dozens of Standard Operating Procedures

## **Amazon Merchant Account Manager**

### Fury Fitness — Remote — September 2016 to September 2017

- Researched, developed, and sourced products internationally
- Designed Amazon product pages
- Synchronized product launch strategies
- Formulated and maintained successful advertising strategies

## **Marketing Manager**

#### Tile Plus — San Jose, CA — September 2015 to November 2016

- Designed and optimized the entire web presence including the website.
- Created a successful lead generation funnel effectively doubling the leads.

## **Stud Welding Supervisor**

#### SILICON Rapid Arc Welding — 2012 to 2015

- Supervised crews of over a dozen stud welders in oil refineries across the US.
- Coordinated metallurgical tests for consistency of welds.
- Composed and implemented training documents simplifying routine maintenance.

## Education

### **Certificates**

#### **AngularJS Jumpstart**

Udemy, January 2022

### **NextJS with Sanity CMS**

Udemy, December 2021

#### **Security Awareness Fundamentals**

KnowBe4, June 2020

#### **Website Security**

Sucuri, May 2020

### **JavaScript Algorithms and Data Structures**

FreeCodeCamp, February 2020

## Python for Beginners: Learn Python Programming (Python 3)

StationX, February 2020

## **Responsive Web Design**

FreeCodeCamp, October 2019

## The Complete Cyber Security Course! Volume 1: Hackers Exposed

StationX, August 2019

## **Software Developer Certificate**

The Tech Academy, Portland, OR, December 2018

## Degree

## Associate of Applied Science, Business Administration

Hubbard College of Administration, Los Angeles, CA, September 2008