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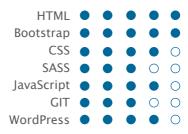
# **Dani Amsalem**

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

#### **EXPERTISE**

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

#### **SKILLS**



#### **ADDITIONAL SKILLS**



### **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 routine web tasks turning them over to interns
- Initiated and enacted web annotation software improving the speed of company communications by 50% and saving dozens of wasted hours
- Established and on-boarded web team to Asana, project management software

### 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

Complete Cybersecurity Course Vol I **StationX Cyber Security** 

#### **Associates in Applied Science:**

**Business Administration Hubbard College of Administration** 

### **PROJECTS**

### A&M Property Investments



-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 -HTML, SASS, PHP, JS-



Developed a very large, custom WordPress theme based on Sketch files. Custom Lity Lightbox and Slick Slider IS library for added functionality.

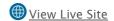
### PowerPlay Wiew Live Site



-HTML, SASŚ, PHP, JS-

Built out a custom WordPress template pages and content. Customized Slick Slider JS and Lity Lighbox JS libraries for custom functionality.

### Persistent Systems Wiew Live Site



-HTML, CSS, PHP-Incorporated PHPMailer library for built-in emailing functionality. Updated content and styling of various pages.

### TaxandToday Wiew Live Site



-HTML, CSS, WordPress-

Updated web content and templates for a revitalized web experience.

### **A&M Capital** Wiew Live Site



-HTML, CSS, WordPress-Improved copy and media for an improved site design.

### **A&M Global Transaction Advisory Group** Wiew Live Site



-HTML, CSS, PHP, WordPress-

Refreshed online content for SEO purposes.

### **Decryptionary** Wiew Live Site

-HTMĹ, CSS, WordPress-

Created the simplest Bitcoin and blockchain dictionary with hundreds of entries, a variety of visual walkthroughs and more.



-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** Wiew 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 Wiew 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.