



# Daniel A. Pezzin

[Dan@Pezzin.com](mailto:Dan@Pezzin.com) | 970-400-7399 | Broomfield, CO | [danpezzin.com](http://danpezzin.com) | [linkedin.com/in/daniel-pezzin](https://www.linkedin.com/in/daniel-pezzin)

## Professional Experience

**Cheddar Advertising** | Broomfield, CO | Paul Angel 2019-present  
*Digital Producer*

- Executed e-commerce and creative projects following digital trends, managing internal and external communications, holding regular status meetings in person and video conferencing

**Juris Digital** | Denver, CO | Matthew Green 2019  
*Junior WordPress Developer*

- Developed and maintained W3C standard compliant WordPress websites from design source

**Wolverine Studios** 2016-present  
*Freelance Web Designer and Developer*

- Built websites for Fleischer Sports (Chad Fleischer - Olympic Skier), SR Clarke Executive Search Firm, Greenhouse Construction Services, and The Center For Family Outreach
- Served as the main point of contact on projects, owning the client relationship, determined realistic timelines for client needs and communicated progress reports

*Client: Upspring SEO* | Denver, CO | Nyk Zukowski 2018

- Deployed customized SEO/SEM strategies tailored to clients' specifications, industries, and business goals through a combination of link building strategies, on-page SEO, and PPC

*Client: The Center for Family Outreach* | Fort Collins, CO | Jarah Vycital 2017

- Developed volunteer.tcffo.org into serverless web form with a focus on performance and an end-to-end user experience resulting in new volunteers and interns for the center

*Client: Bottom Line Marketing* | Denver, CO | Ryan Devers 2017

- Defined and executed e-mail marketing campaigns to promote Mother's Day sales for ~20 jewelers using custom email templates, responsive HTML, banner images, and troubleshooting technical issues with deliverability through Hubspot, Mailchimp, and Constant Contact

**Pro Impressions Marketing Group** | Loveland, CO | Jonathan Fashbaugh 2015-2016  
*Digital Marketing Specialist*

- Provided operational support for digital properties including front-end development, mobile, web hosting, content management systems, analytics, and cross-browser QA

**Allstate** | Sterling Heights, MI | Cindy Borowsky 2012-2014  
*Licensed Sales Producer*

- Called 100+ outbound leads per day to sell home, auto, and life insurance
- Upsold and cross-sold products utilizing SPIN selling techniques producing gross sales volume of \$230,000 and earning recognition as one of the agency's top sellers
- Achieved recognition as the only salesperson to meet the life insurance goal x2
- Demonstrated track record for meeting and exceeding monthly sales quotas

*IT Specialist*

- Configured local networks, printers, PC maintenance and installed VOIP phones for 3 offices

**Owens Corning** | Toledo, OH | Sara Houghtaling 2011-2012  
*Logistics Specialist*

- Analyzed freight payables to identify and resolve root causes of conflicting payments

*Customer Service Specialist*

- Answered 70+ incoming calls per day to place customer orders and change orders in SAP
- Worked directly with high revenue commercial accounts, sales team members, plant leaders, and transportation specialists as necessary to satisfy customer needs

## Certifications

Microsoft 70-486 Developing ASP.NET MVC 4 Web Applications 2014

## Education

The University of Toledo - B.B.A. Dual Major - Marketing, Entrepreneurship 2011

## Technical Skills

HTML5, CSS3, JavaScript, jQuery, Final Cut Pro, Illustrator, Fireworks, Photoshop, InDesign  
Premiere, Visual Studio 2013, Android, Excel, Outlook, Windows XP/Vista/7/8/10 Mac OS X