



Daniel A. Pezzin

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

Professional Experience

Wolverine Studios | Broomfield, CO | Jarah Vycital 2016-present
Web Designer and Developer

- Assisted The Center of Family Outreach with content publishing for volunteer and internship program and a transportation brochure with the City of Fort Collins Transportation Department
- Served as the main point of contact on projects, owning the client relationship, determined realistic timelines for client needs and communicated progress reports

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 Photoshop files using HTML, CSS, JavaScript, Page Builders, WordPress Plugins
- Performed troubleshooting for page speed and responsiveness

Upspring SEO | Denver, CO | Nyk Zukowski 2017-2018
Search Engine Optimization Specialist

- 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
- Utilized SEO and search analytics software to discover website errors, visibility trends and rankings for keywords, and backlink trust scores
- Optimized newly published web pages (inserting title tags, meta descriptions, alt image tags, and interlinking)
- Conducted quarterly sitemap checks and crawl error checks

Bottom Line Marketing | Denver, CO | Ryan Devers 2017
Email Campaign Manager

- 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
- Produced deliverability reports with metrics including emails opened, clicks, and bounced emails

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
- Managed online reputation for clients including social profiles, blogging, and web analytics
- Reported monthly new patient leads and call metrics

Additional Experience

Allstate | Sterling Heights, MI | *Licensed Sales Producer and IT Specialist* 2013-2014
Flash Computer Services | East Lansing, MI | *IT Director and Co-Founder* 2012-2013
Owens Corning | Toledo, OH | *Customer Service Specialist and Logistics Specialist* 2011-2012

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
Bowling Green State University - Digital Art Summer 2012
Harvard Extension School - Open Courseware, Computer Science Summer 2012

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