



Daniel A. Pezzin

Dan@Pezzin.com | 970-400-7399 | Broomfield, CO | 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
- Reported monthly new patient leads and call metrics

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
- Gained a thorough understanding of client businesses when selling commercial auto policies
- Demonstrated track record for meeting and exceeding monthly sales quotas

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