



# Daniel A. Pezzin

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## Professional Experience

### Wolverine Studios 2016-present

#### Digital Marketer

- Brainstormed ideas, created design mockups, and developed [greenhousebuilders.co](http://greenhousebuilders.co) utilizing WordPress, Bootstrap, HTML5, CSS3, and PHP
- Provided SEO and link building services utilizing Yoast, Moz for click volume data, serps keyword rank checker and Majestic that resulted in client websites ranking 13th on Google
- Coordinated email marketing campaigns using mailchimp and constant contact

### The Center for Family Outreach 2017-present

#### Digital Marketer

- Developed serverless web form to attract new volunteers for The Center for Family Outreach

### Pro Impressions Marketing Group 2015-2016

#### Digital Marketer

- Designed, developed, and maintained template-driven standard compliant WordPress websites for dental offices using Adobe Creative Suite, JavaScript, HTML, and CSS
- Used Asana to manage multiple projects simultaneously in various stages of development
- Ensured all websites were optimized for search engines and mobile devices
- Coordinated social media, e-mail marketing, and web analytics for several portfolio websites
- Led front-end development and assisted with back-end programming for online dental marketing

### Allstate Insurance Company 2013-2014

#### Licensed Sales Producer

- Utilized SPIN techniques producing gross sales volume of \$230,000
- Consistently exceeded 350 cold and follow-up calls weekly, earning recognition as one of the agency's top producers

#### Agency Network Administrator

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

### Flash Computer Services 2012-2013

#### Co-Founder

- Established relationship with supplier of used/damaged computer equipment in order to repair and sell online which resulted in average profit margins of 80%
- Responded to customer inquiries and upsold solutions within customer budgets including service calls to home and business clients

### Owens Corning 2011-2012

#### Customer Service Specialist

- Devised solutions for high revenue commercial accounts by working very closely with area sales managers, plant leaders, and transportation specialists

## Certifications

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

## Education

Bowling Green State University - Digital Art Summer 2012

Harvard Extension School Open Courseware - Computer Science Summer 2012

The University of Toledo - Toledo, OH 2007-2011

Bachelor of Business Administration | Dual Major - Marketing, Entrepreneurship

- Cum Laude
- Dean's List recipient
- Tower Excellence Scholarship

## Technical Skills

Visual Studio 2013, Eclipse, Android, HTML5, CSS3, JavaScript, jQuery, Java, XML, C, C#, ASP.NET, SQL, SAP, Final Cut Pro, Dreamweaver, Fireworks, Photoshop, InDesign, Illustrator, Acrobat, MS Word, Excel, Access, PowerPoint, Outlook, Windows XP/Vista/7/8 Mac OS X, Linux