

# Danny A. Rivera

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## PROFESSIONAL EXPERTISE

**Operating Systems:** WINDOWS, Linux, Unix, Mac

**Web Languages & Skills:** CSS3, HTML5, JavaScript, GULP, PHP, MySQL, SSH, XML, SEO, UI & UX development

**Applications:** DRUPAL, WordPress, MS Project, MS Visio, phpMyAdmin, SVN, GIT, virtualBox, Adobe Photoshop, Adobe Illustrator, Balsamiq, Google Tag Manager, Google DFP, Google Analytics, Silverpop

## PROFESSIONAL EXPERIENCE

### Sr. Web Developer / Team Leader

**Flight Centre USA** - New Jersey, NJ

July 2010 – Present

- Responsible for development and maintenance of all company websites including LibertyTravel.com, WorldWideTravler.com, GoGoWorldWideVacations.com, Etc...
- Responsible for delegating projects and day-to-day tasks to the development team.
- Lead the design and development of the company's product management system, which feeds product information to its consumer facing websites. Developed entirely on Drupal.
- Designed database entity-relationship diagram model for the redevelopment of the product management system.
- Recommend and advise business on navigation designs and functionality concepts.
- Guide and mentor junior developers with code development practices.
- Mentored junior graphic designers on best practices for UI & UX designs.
- Mentored junior graphic designers with wire framing techniques.
- Collaborate with business to come up with online solutions.
- Developed emails templates across multiple platforms, browsers and email clients:
- Create and automate email newsletter templates which are trigger based on visitor behavior and timed events.
- Written technical documentation and guides outlining data entry processes.

### Web Master / Broker of Record

**BonaFide Realty** - New Jersey, NJ

March 2002 – July 2010

- Initiated and developed online solutions to streamline real estate transactions between agents and clients.
- Identified and recommended appropriate methodologies, development tools, and third-party applications mapping business rules to technical capabilities.
- Created requirements for development on a LAMP based architecture while designing the user interfaces that were both functional and visually appealing.
- Managed offshore designers and developers to cost effective create online products and solutions
- Successfully created and executed offline marketing strategies to attract new customers by creating advertising to direct mailers.
- Monitor and analyze website traffic, create and execute online search engine marketing strategies to continuously improve search engine rankings
- Successfully created and managed internet marketing campaigns that included: Rich Media Advertising, e-mail campaigns, banner ads, e-books, and various online and offline promotional strategies.

### Web Developer / Producer

**PowerOne Media** - New York City, NY

May 2000 - January 2002

- Managed multiple in-house development projects among team members using MS Project and other proprietary in-house enterprise resource planning solutions.
- Created functional requirements for a Java-based publishing system and designed product interfaces that were both easy to use and visually appealing.
- Worked with Product Development and Marketing to manage the direct placement of various dynamic web content on local and national distribution networks.
- Worked as a team member with other Web Developers to design, produce, code, and create the front-end for a dynamic web environment in WebLogic, Cocoon and Apache using XML.

- Created and managed over 700 local publisher websites using proprietary web publishing solution and executed a migration strategy to the new XML publishing platform.
- Produced and published a sweepstakes email campaign which consisted of 1.5+ million entries with Marketing and Product Management.

## PROJECTS

**www.LibertyTravel.com**

**Lead Web Developer**

September 2013 – Present

- Lead and assisted with the redevelopment of LibertyTravel.com utilizing Drupal to migrate it from JAVA/JSP technology platform to PHP/MySQL.
- Assisted in the redesign by recommending best practices of UI & UX concepts.
- Lead the design and development of the company's product management system, which feeds product information LibertyTravel.com, developed entirely on Drupal.
- Integrated booking engine API which allows visitors the ability to search and book online; utilizing cross-origin JavaScript, PHP and other front-end technologies.
- Adapted and integrated a GEO locator that displays a visitors closest Liberty Travel store utilizing Drupal modules and Google maps API.
- Developed custom tracking JavaScript cookie that dynamically generates phone numbers depending from what third party the visitor clicked from.
- Integrated Google DFP banner advertising API's for third party and in-house advertising campaigns.
- Integrated customer relation management system API to all forms elements utilizing AJAX.

## AWARDS

- 2012 Outstanding Achievement Award - Flight Centre US Support
- 2011 Outstanding Achievement Award - Development and Implementation of HotCaribbeanDeals.com.
- 2008 REALTOR.com - "Real Estate Online Marketing Award of Excellence"

## PORTFOLIO

visit: [www.dannyrivera.me](http://www.dannyrivera.me)

## EDUCATION

**Berkeley Computer Training**

*CIW Certification*

Philadelphia, PA

November 1999 - February 2000

- Concentration:

**Chubb Institute, Inc.**

*Computer Programming Diploma - Cum Laude*

Philadelphia, PA

March 1998 – October 1999

- Concentration:

## MILITARY

**United States Marine Corps**

El Toro, CA

October 1996 – October 1998

- Certificate of Commendation
- Honorable Discharge
- Meritorious Mast
- Inactive clearance