

# DANIEL CHOINIERE

WEB DEVELOPER | RECORD LABEL ASSOCIATE

**Profile:** Multi-talented problem solver with 8+ years of professional experience (2 years in part-time web development) seeking full time developer position. Highly motivated to begin contributing to a high-performing team and expanding technical skill set.

## CONTACT

**ADDRESS:**

7608 Landau Dr.  
Bloomington, MN 55438

**EMAIL:**

dchoinie@gmail.com

**PHONE:**

(651) 208-2707

**LINKEDIN:**

linkedin.com/in/daniel-choiniere

## Technical Skills

**Solid Skills:**

HTML  
CSS / SASS  
JavaScript  
jQuery  
Bootstrap

**Skills In Development:**

PHP  
MySQL  
C#  
ASP.NET MVC

**Tools:**

Visual Studio  
GitHub  
WordPress  
Shopify

## Education

**McNally Smith College  
of Music**

AAS in Music Business

**Gustavus Adolphus Col-  
lege**

**TeamTrehouse.com**

## References

Available upon request

## EXPERIENCE

**K-TEL INTERNATIONAL, LTD**

Record Label Associate | 2014 - Present

- Created E-commerce website utilizing the Shopify platform resulting in 60%+ increase in online sales.
- Designed & developed custom landing pages for social media con- tests.
- Implemented online registration process for multiple free & paid events.
- Implemented use of Google Analytics and Facebook Pixel to track conversions on website.
- Create and distribute mass email marketing campaigns including A/B testing.
- Head of online paid advertising campaigns (FB/Insta/Google Ad- words).
- Perform audio, video and image editing with basic graphic design.

**PUBLICINDOORTENNIS.COM**

Developer/Tennis Professional | 2011 - Present

- Led initiative to overhaul entire frontend to optimize the UI / UX.
- Work with owner to determine project scope and create mock-ups of new UI / UX utilizing Balsamiq Mock-Ups.
- Designed, developed and maintain all frontend aspects of company website.
- Leveraged the Bootstrap framework to transform site to be fully re- sponsive.
- Directly communicate with clients in group and private settings.

**FREELANCE WEB DEVELOPER**

Web Developer | 2016 - Present

- Leveraged the WordPress CMS to create multiple small business websites for client.
- Assisted in gathering media assets for use on web and social media platforms.
- Utilized 3rd party plug-in to enable online membership purchases.
- Perform online marketing services including management of place- ments on 3rd party booking websites and popular online directories resulting in over 75% increase in bookings.