

Jonathan Ari Root

Front-End Developer

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Skills & Projects: HTML, CSS, JS, WordPress (PHP), Github, Vagrant, Ansible, Sage, Trellis, Digital Ocean, iTerm, Sublime Text, Webex, Workamajig, Quickbooks, TaxAct2013, MailChimp, BST Systems (ERP), and Filemaker Pro.

Portfolio (JekyllJS): <http://jonathanrootdesign.com/>

Bootstrap: <http://jaroot32.github.io/insights/>, <http://jaroot32.github.io/puppySite/>

Web Performance Optimization: <https://github.com/jaroot32/optimizationSite>

Interactive Web Templating with JavaScript & jQuery: <http://jaroot32.github.io/jr-resume/>

Object Oriented JavaScript: <http://jaroot32.github.io/bugGame/>

Unit Testing with Jasmine: <http://jaroot32.github.io/JasmineTest-Project6/>

AJAX, APIs, and KnockoutJS: <http://jaroot32.github.io/movingApp/>

Experience:

Front-End Developer for Jonathan Root Visual Design & Front-End Development

Dec 2013 - Present

- <http://www.jonathanrootdesign.com> online portfolio.
- Currently helping non-profits from all around the world with Front-End Development. My services include Visual Design, Mobile & Desktop Prototyping, WordPress CMS, Content Development, and Cloud Deployment. [My Catchafire volunteer profile](#) with \$9k in contribution revenue

Marketing Director for Marvin J. Rapaport, MD Dermatology, New Paltz, NY *a Health Education Non-Profit*

Oct 2012 - Dec 2014

- Applied and won \$100,000 annual advertising grant with Google.
- Wrote national press releases via PRWeb to help increase awareness about Red Skin Syndrome.
- Edited HTML eNewsletter and Launched to 1,000 readers with MailChimp and Excel.
- Edited HTML and authored personal blog on experience and subject matter. Developed strategic plan and donation strategies that yields 2-3k dollars monthly. Directed HD Cinema Interview.

Marketing Director for Smith & Jones, Troy, NY *a Healthcare Advertising Agency*

Sep 2011-Oct 2012

- Trained 9 employees on Social Media presence and SEO best practices.
- Wrote company blog to educate prospects on hospital marketing best practices. (published on Ragan Healthcare Communications.com). Negotiated and implemented PR Web contract for news releases for SEO & lead generation.
- Gained editorial exposure by having agency featured in AMA health magazine supplement.
- Created strategy for new marketing collateral i.e. bi-monthly "Beat: News for Hospital Marketers & Administrators." and Agency/Client Relationship Brochure.

Account Executive for IHS Engineering 360, East Greenbush, NY *an Eng. & Mfg. Online Media Co.*

Apr 2008-Sep 2011

- Awarded "Silver" Rookie of the Year Award with only 6 months on the books. Met first and second quarterly quota in down economy, exceeded third quarter goal earned \$2,000 bonus for selling 6 new unit sales in a quarter.
- Ended 2009 102% to goal and 201% to goal in Q4 earning \$76,759 in December alone.
Sold both national and international clients including well-known brand Bobcat Construction.
- Awarded account executive of the month for Dec 2010 for winning over \$145,000 in contracts.

Account Executive for Luminary Publishing Inc, Kingston, NY *an Arts & Culture, Magazine*

Mar 2007-Apr 2008

- Promoted to full sales territory in October and increased the company's total monthly revenue by 10
- Sold regional advertisements to several national corporations, such as Harney and Sons Tea Company and Holiday Inn.
- Tripled my monthly sales in the third month and increased sales by 20% each month consecutively.

Education:

- Udacity, Front-End Development Nanodegree 2015-2015
- State University of NY @ New Paltz, B.S. Accounting 2012-2014
- State University of NY @ New Paltz, B.A. History 2003-2005

Associations/Awards:

- \$100,000 Google ad grant for non-profit 2014
- Member of the Phi Theta Kappa International Honor Society 2005
- Recipient of the Edith Haines & James Hughes Scholarship 2002

Hobbies:

- Desktop Audio Recording and Engineering
- Reading, Writing, and Watching Movies & TV Shows