

JOHN DEFALCO

FRONTEND DEVELOPER

201-421-0630 | john.defalco321@gmail.com | Hoboken, NJ, USA | <https://www.linkedin.com/in/john-s-defalco/>

CAREER SUMMARY

Front-End Developer with 4+ years of experience building responsive web applications in fast-paced environments. Skilled in HTML5, CSS3, JavaScript, and modern frameworks, with expertise in Salesforce and Shopify platforms. Delivers clean, documented code optimized for performance, SEO, and ADA compliance. Adaptable team player who thrives in collaborative, deadline-driven settings.

WORK EXPERIENCE

E-Commerce Developer | Catalyst Brands, Lyndhurst NJ 2020- Present

- Implement responsive promotional content across high-traffic e-commerce platforms, leveraging HTML5, CSS3, JavaScript, and Salesforce Reference Architecture to deliver seamless cross-device user experiences
- Collaborate cross-functionally with design and marketing teams to create custom webpages and scripts that enhance site functionality and address complex technical challenges.
- Execute strategic A/B and multivariate testing initiatives through Monetate and Optimizely platforms, analyzing performance metrics to drive data-informed design decisions
- Developed and distribute comprehensive e-commerce analytics reports for executive leadership, translating technical data into actionable business intelligence for strategic planning

Freelance | Lanshin, Brooklyn NY 2023- 2023

- Spearheaded front-end development for comprehensive site rebranding project, rapidly acquiring proficiency in Shopify's Liquid templating language to implement custom theme modifications and dynamic content rendering
- Executed complex data migration and content restructuring tasks while integrating third-party extensions to optimize site functionality and maintain consistent brand experience

Freelance | Balance Chiropractic, Wyckoff NJ 2020 - 2020

- Implemented comprehensive SEO optimization strategy following Google's best practices, developing and maintaining WordPress-based site architecture within GoDaddy hosting environment
- Integrated specialized plugins for Google Reviews display and appointment scheduling while optimizing site metadata structure, resulting in enhanced local search rankings and improved online presence

EDUCATION AND CERTIFICATION

Bachelor's Degree in Software Development | Marist University, Poughkeepsie NY 2019

Semester Abroad | Dublin Business School, Dublin IR 2018

TECHNICAL SKILLS

HTML5 | CSS3 | JavaScript (ES6+) | TypeScript | Salesforce Commerce Cloud / Reference Architecture | Shopify | Git | NPM | Yarn | Agile Scrum | SEO | ADA Compliance | Microsoft Office