Joe Weinzierl

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A tech-savvy professional with strong interpersonal skills, a creative mindset,
and an adeptness for thinking divergently to solve problems and achieve goals.

Education

- **Tech Elevator - Pittsburgh, PA**   September 2020 - December 2020
  Learned to develop dynamic web applications using the Java programming language and platform through a 14-week coding bootcamp

- **Kent State University - Kent, OH**   September 2008 - May 2013
  Bachelors in Marketing

Professional Experience

Johnstonbaugh's Music Centers - Pittsburgh, PA   November 2021- August 2024

- Marketing and Website Manager
  - Marketing Management
    - Developed an overall marketing strategy which grew local and online sales
    - Created and coordinated educational events
    - Developed email marketing campaigns
      - Designed email appearance with HTML, CSS, and Adobe Design Suite
      - Wrote content and taglines
      - Isolated recipient data from company MIS
      - Repurposed company MIS notification feature to send HTML emails to customers with 100% deliverability in primary inbox
    - Managed company social media presence
      - Took and processed pictures, designed custom graphics, and recorded video for social media posts
      - Created social media verbiage
    - Conceptualized and coordinated company trade show booth
    - Managed, designed, and strategized postcard mailing campaigns
    - Designed and ordered print collateral
    - Organized, wrote, laid out, coordinated contributors for, and distributed the company newsletter to 10,000 parents and educators in Western Pennsylvania
      - Archive: https://www.johnstonbaughs.com/topic/the-advocate

  - Website Management
    - Analysis
      - Set up Google Analytics 4 and tag managers on company website
      - Used Google Analytics 4 to track website traffic, analyze customer behavior, and generate reports
    - Created company web pages using Vortx CMS
      - Wrote and edited web pages with HTML, CSS, and JavaScript
      - Processed images and designed graphics for use on webpages

- Embedded images, videos, and forms into website
- Wrote web page content and taglines
  - Created product pages
    - Found, processed, and uploaded product images
    - Found, composed, or paraphrased product descriptions
    - Found and embedded web media into product descriptions
    - Categorized and organized products on website
    - Used company IMS to pull product details to the website
    - Reworked Vortx XML pages to edit website product pages
  - EXAMPLES:
    - www.johnstonbaughs.com/topic/professional-instrument-rental
    - www.johnstonbaughs.com/topic/trombone-day
    - www.johnstonbaughs.com/category/1310/accessories
    - www.johnstonbaughs.com/product/2967/coda-bow-prodigy-viola-bow-44
    - www.johnstonbaughs.com/topic/music-educators-appreciation-dinner

Pennsylvania Macaroni Company - Pittsburgh, PA   April 2021- November 2021
- Cheesemonger:
  - Understood origin, production technique, flavor profile, food pairings, and pricing of store inventory of over 300 varieties of cheese
  - Communicated with customers' and recommended cheeses with above knowledge
  - Weighed, cut, and priced cheese as customers ordered

Professional Graphic Communications, Inc. - Sewickley, PA   June 2013- July 2020
- Project Manager
  - Account Management:
    - Consulted with customers on print, mail, and design projects
    - Oversaw print, mail, and design projects
    - Estimated projects, generated work orders, and submitted purchase orders
    - Ordered paper and inventory for projects
  - Marketing Strategy
    - Used demographic data to allocate mailing lists
    - Consulted clients on print piece design based on their marketing objectives and budget
  - Sales
    - Maintained existing business by suggesting products to customers
    - Called and emailed customers about recurring projects
    - Visited customers on site
    - Attended networking events

Technical Skills
- **Web Application Development:** HTML, JavaScript, CSS, Bootstrap, JSON, ReST, Spring Boot
- **Design Software:** Adobe Indesign, Adobe Illustrator, Adobe Photoshop, Adobe Lightroom
- **Object Oriented Programming:** Java
- **Databases:** SQL, JDBC, PostgreSQL, E/R diagrams, Table Design, DBVisualizer
- **Development tools and techniques:** Unit Testing, Git, Eclipse, Visual Studio Code
- **Organizational Tools and techniques:** Microsoft Office 365 Suite

To view online visit **www.joe-weinzierl.com/assets/Joe-Weinzierl-Resume.pdf** or scan this QR