

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
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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