# John Ferro

Web Developer

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## SUMMARY

Web developer with front-end and back-end coding experience. Has held a variety of roles including digital marketing producer and digital consultant. Writes clear concise code, communicates well with technical and non-technical people. Is known for patience, persistence, and sense of humor.

## SKILLS

**Core Technologies**

- HTML
- CSS
- JavaScript
- MySQL
- PHP

**New Technologies**

- Node JS
- React
- MongoDB
- Express
- BootStrap

**Additional software, libraries, & platforms**

- jQuery
- Git
- Photoshop

## EXPERIENCE

### Web Developer

### J&D Tech Solutions- Minneapolis, MN    2017-Present

Completed short term front-end & back-end assignments as a freelancer. Acted as content manager, archivist, and digital consultant for several clients.

Project Highlight - PeterOstroushko.com:  Recovered expired domain and set up a new web site on a new hosting platform. Designed and built bootstrap based site for frequently updated content. Trained users to use third party marketing platforms for email promotions.

### Web Developer

### MechoShade - Long Island City, NY    2011-2016

Under the supervision of the Marketing Director, led a team of writers and designers to create digital deliverables such as websites and mass email communications. Key projects included:

*Dealer Newsletter:* Converted all dealer communication from faxes to email. Coded HTML template and by using a third-party platform, collected KPI data, modified content and frequency, grew subscriber base by a factor of 3.

*Mechoshade.com overhaul*: Led a design refresh and code rewrite. Converted ColdFusion elements to PHP that halved page load times. Content changes reduced bounce rate by 50%.

*Adwords launch:* Created an inexpensive Google adwords campaign and adopted SEO best practices that doubled website traffic and improved the quality of lead generation.

*ERP launch:* Using XML and CSS edited and branded software elements for Infor SyteLine launch. Coded extensive edits to customer portal interface, training modules, and print invoices to make a branded experience for an off-the-shelf product.

## EDUCATION

**University of Minnesota** *Coding Bootcamp*

Full Stack Web Development September 2020