# John Ferro

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## SUMMARY

Web developer with 15 years experience of front-end and back-end coding. Has held a variety of roles including digital marketing producer and digital consultant. Recently completed a 6 month Full Stack web certification course through University of Minnesota. Writes clear concise code, communicates well with technical and non-technical people.

## SKILLS

*Full Stack Web developer*
   *Core Technologies*: HTML, CSS, javaScript, MySQL, PHP
   *New Technologies*: Node, React, MongoDB, Express, BootStrap
   *Additional software libraries and platforms*: jQuery, Git, Photoshop

*Digital Producer*
   *Email*: Campaign content creation, design, coding, email list management, distribution, and post-email KPI analysis
   *Product launch support*: Microsites, press releases, surveys, trade shows

## EXPERIENCE

*2017-2021 | J&D Tech | Minneapolis, MN*
Web Developer

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

Project Highlight: PeterOstroushko.com

- Recovered expired domain and set up a new site on a new hosting platform.
- Designed and built bootstrap based site for frequently changing updated content.
- Trained users to use third party marketing platform for email promotions.

*2011-2016 | MechoShade | Long Island City, NY*

Web Lead

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:

- Website overhaul:  Led a design refresh and code rewrite that halved page load times and reduced bounce rate by 50%. Launched an inexpensive Google adwords campaign and adopted SEO best practices that doubled website traffic and improved the quality of lead generation.

- ERP launch:  Edited and branded software elements for Infor SyteLine launch. Coded extensive edits to customer portal interface, training modules, and print invoices and created a branded experience for an off-the-shelf product.

- Trade show booth update:  Added QR codes to booth art that linked to product demo videos. Created a "serverless" website for the sales team to use in convention centers with poor WiFi coverage.

*2000-2008 | Ernst & Young | New York, NY*

Web developer

Paired with a senior developer to build and maintain the branding intranet site for EY.com. Using the Lotus Domino platform created a photo library and document repository used by 130,000 employees.

**EDUCATION**

University of Minnesota
Coding Bootcamp - Full Stack Web Development
September 2020