

## 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](http://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.

**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:**

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

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

**Web developer**

Built and maintained digital tools site used by EY’s 130,000 employees.

- Branding Zone: With a senior developer built and maintained an intranet portal for all marketing related assets using the Lotus Domino platform.
- Photo Repository: Built a searchable document database for storing and displaying high-resolution, royalty managed photographs. Used Lotus Notes based interface with heavy HTML and XML customizations.

- Email signature tool: Conceived of and coded a web based microsite to standardize email signatures. Using only an HTML form and vanilla JavaScript, users were able to create a signature attachment that adhered to the strict branding guidelines in place.

## **EDUCATION**

University of Minnesota

Coding Bootcamp - Full Stack Web Development

September 2020