

John Ferro

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SUMMARY

I am a web developer with 15 years experience of front-end and back-end coding. I have worked in a variety of roles including digital marketing producer and digital consultant. After a four year sabbatical abroad and a 6 month Full Stack web certification course through University of Minnesota, I am eager to return to a role where I can contribute meaningfully to an organization's digital presence.

SKILLS

Full Stack Web developer

Core technologies: HTML, CSS, JavaScript, MySQL, PHP

Additional software libraries and platforms: jQuery, React, Node, 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

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.

2008-2011 | J&D Tech | New York, NY

Web programmer

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

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

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