Michael Posso

Front-End Developer / Educator

Professional Experience

Babbel Inc (Oct 2016 to present)
Full Stack Developer

Create and develop marketing tools using Angular2 and nodeJS. Design and develop landing pages for SEM marketing. Work with the product engineering team in the development of new features in an Agile environment. Serve as a liaison between the US and Berlin team. Write and maintain documentation. Work closely with the marketing department devising growth initiatives.

Oracle /Responsys (October 2013 to Oct 2016)
Web Developer

Produce hand-coded HTML from Photoshop design files with pixel perfect accuracy utilizing HTML5, CSS3 and JavaScript frameworks such JQuery. Code responsive landing pages and emails utilizing the latest guide lines for mobile devices. Support the creative and marketing departments with project scopes, presentations and training decks for clients.

NYSCF Research Institute (May 2012 to October 2013)
Interactive & Design Coordinator

Acted as a liaison between several departments in the organization, identifying information to be used in digital marketing campaigns and promotional print pieces. Designed and produced brochures, posters, invitations, e-commerce websites, emails marketing campaigns and banner ads. Managed a data base of 16k donors and devised digital fund raising strategies that included social media, email marketing and SEO. Recorded and edited HD video for online distribution.

The Vitamin Shoppe (November 2011 to May 2012)
Sr. Email Marketing Specialist

Supported the marketing department with coding and optimization of a high volume schedule of weekly email marketing campaigns using Responsys. Worked closely with the web development department coding landing pages, forms for customer support and other interactive pieces. Assisted the creative department with the production of interactive pieces such landing pages and flash banner Ads.

Gannett Digital (January 2011 to August 2012)
Sr. Interactive Designer

Designed and coded HTML5 mobile advertising units following the IAB guidelines. Coordinated offshore production departments and freelancers. Designed and hand-coded landing pages for desktop and mobile devices. Assisted the digital marketing department in the generations of analytics reports from Comscore and Google analytics. Created interactive demos for sales and marketing decks.

Services for the Underserved
Webmaster/E-mail Specialist (July 2010 to December 2010)

Maintained the daily update of the organization's website and social media channels. Designed and coded interactive pieces for event promotions and internal communications. Managed and analyzed a database of 20k contacts and devised digital marketing strategies for fundraising initiatives. Recorded and edited HD video for live and digital distribution.

Hudson Yards (June 2009 to July 2010)
Interactive Designer

Lead a dedicated digital team of designers and coders. Designed and produced digital interactive pieces for clients. Collaborated closely with other advertising agencies in the production, design and quality control of interactive pieces such flash banner ads, electronic press kits, microsites and email marketing campaigns. Assisted the sales and marketing departments with project scopes and estimates.

Front-End-Development

HTML5/XHTML, CSS3, Angular2, Node.js, jQuery, Sass, JSON, PHP5 / MySQL, Responsive Design.

Applications

Dreamweaver CC, Photoshop CS6, Sketch, Illustrator CS6 Adobe Premier CS6.

Frameworks & Tools

Bootstrap, Foundation, ExpressJS, Jasmine, Git

CMS

Jekyll, Wordpress, Joomla, Drupal, Shopify.

Email Service Providers

Responsys, Eloqua, Exact Target, Constant Contact, Campaign Monitor, Unica, MailChimp.

Education

University of New York
- Full Stack Developer Gold Certificate (Dec 2015)

School of Visual Arts Continuing Ed
- Design & Photography (Sep 2008)
- Interface Design (Sep 2008)
- Typography & Style (August 2007)

Fashion Institute of Technology
- B. A in Graphic Design (May 2008)
- A. A in Communication Design (May 2006)

Personal Skills

Proficient in Spanish and Portuguese
Active organizer and founder of the
Latino Web Developers Meetup Group
Active volunteer with Google's Hand-On-Tech program

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