

# MATT PIGNATORE

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## SUMMARY

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Full-stack web developer with a background in marketing. Passionate about bringing creativity, collaboration, and logic together in order to deliver intuitive applications. Experienced in coordinating diverse teams that work toward separate but collective goals. Proven ability to remain calm and collected in any given situation and provide support for those who need it. Meticulous eye for details and love for UI. Motivated for continuous learning.

## TECHNICAL SKILLS

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JavaScript, React, jQuery, SQL, CSS3, HTML5, Sass, Bootstrap, Node.js, Express, Passport, MongoDB  
Adobe Photoshop & InDesign, Wordpress, Sitecore, Mailchimp, Litmus, Microsoft Office

## PROJECTS

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### EcoHabit | [Deployed site](#) | [Github Repository](#)

- Co-Founder; Application dedicated to helping users on and building and tracking daily environmentally friendly habits
- Responsible for leveraging Material UI to build out components, Chart.js to display user data, and API calls for both user data as well as external data.
- Technologies used: React, Material UI, Chart.js, Node.js, Express, Passport, MongoDB

### Deetz | [Deployed site](#) | [Github Repository](#)

- Founder; A database management application; Responsible for front-end design, back-end routing and user authentication
- Implemented a local strategy with Passport for user auth, Express middleware with Node.js, and Sass for CSS work flow
- Technologies used: Handlebars, Sass, Node.js, Express, Passport, MySQL

### Medo | [Deployed Site](#) | [Github Repository](#)

- Founder; Mobile-friendly web application that helps users maintain and organize content recommendations
- Used jQuery for DOM manipulation, Moment.js for real time user actions, and the Animate.css library for styling
- Technologies used: jQuery, Firebase, AJAX, Moment.js, Animate.css

## WORK EXPERIENCE

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### Digital Content Specialist | April 2018 – Present

HearingLife | Somerset, NJ

#### *Promoted from Marketing Coordinator*

- Designs and builds segmented email campaigns using HTML and CSS, tracking results with Litmus and Click Dimensions
- Streamlined campaign timelines by blending the production process and data trafficking into a singular process as Marketing Coordinator
- Improved field communications by developing more clear and concise internal marketing materials, helping to bring a better understanding of our programs to internal stakeholders
- Worked with Podium to use their API in order to display customer reviews on our retail location pages on Sitecore

### Marketing Assistant | January 2015 – June 2016

The Skinny Pancake | Burlington, VT

- Managed several Wordpress websites with HTML and CSS, developing SEO content and improving page layouts
- Designed print and digital ads using Adobe InDesign, Photoshop, and Illustrator

## EDUCATION

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Certificate, Full-Stack Development | Rutgers University, Somerset, NJ | 2020  
B.S. Marketing, Business Administration | The College of New Jersey, Ewing, NJ | 2014