

# MATT PIGNATORE

Full stack web developer with background in marketing. Most passionate when making creative decisions and solving complex problems. Curious mind always looking for the opportunity to learn from others.

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## TECHNICAL SKILLS

JavaScript, React, jQuery, AJAX, HTML/CSS, Sass,  
Bootstrap, Git, Node.js/Express, MySQL, Adobe  
Creative Suite, Wordpress, Sitecore

## EDUCATION

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

## PROJECTS

**EcoHabit** | [Deployed Site](#) | [Github Repo](#)

- Worked on a team of three developers to deliver this MERN stack habit-forming application.
- Responsible for designing the UI using the Material UI library, Chart.js to display user data, and API calls to interact with the back-end. Refactored this project to make use of hooks.
- Technologies used: React, Material UI, Node.js/Express, Passport, Chart.js, MongoDB, Cron

**Deetz** | [Deployed Site](#) | [Github Repo](#)

- Worked independently to deliver this full-stack application, making use of the Handlebars templating engine and Node.js/Express on the back-end.
- Responsible for Sass and CSS for front-end design, Node.js, Express, and Passport for back-end authentication and routing, and the Sequelize ORM for database queries.
- Technologies used: Handlebars, jQuery, Node.js/Express, Passport.js, Sass, MySQL, Sequelize

## WORK EXPERIENCE

**HearingLife** | Somerset, NJ

**Digital Content Specialist** | October 2019 - Present

- Designs and builds segmented email campaigns with marketing lists of 60,000+ prospects using custom HTML and CSS templates.
- Utilized the Podium API and AJAX calls to dynamically display customer reviews on over 400 location pages by working with the internal development team.
- Formatted 40+ HTML template pages for a Tech Support section of the website within a week's time

**Marketing Coordinator** | April 2018 - October 2019

- Streamlined marketing campaign planning by working cross-functionally to bring clear processes to production and data trafficking.
- Developed clear and concise internal communications, conducting webinars to over 200 field employees in order to ensure best practices and bring better understanding to marketing programs.
- Gained technical skills in Adobe InDesign and Photoshop to produce digital ads and other content