

FRANK PAUL TRAPANI

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PROFESSIONAL SUMMARY

Digital Strategist with 20+ Years of Experience in Web Design, Development, and Marketing

CAREER OBJECTIVE

Seeking a permanent, full-time position as a web developer with an innovative company where I can use my skills and experience to manage website applications, content, and design. I am also eager to learn new skills and develop my skillset to stay relevant in the ever-changing field of web development and design.

PROFESSIONAL WORK EXPERIENCE

Sr. HR Technology Consultant

AT&T Services, Inc. [Apr 2013 – Present]

- Works with IT team as HR liaison to develop and maintain multiple HR web portal applications.
- Partners with Subject Matter Experts across HR to ensure content is accurate and up to date for all company employees.
- Acts as Super Admin for managing special user and admin access rights.
- Administers Oracle Service Cloud as ticketing system for incoming work requests.
- Utilizes Agile methodologies and Microsoft Azure DevOps project management tools.
- Manages distribution for internal HR communications.
- Provides additional services such as web design, graphic design, consulting, and customer support.

HR Technology Consultant

Artech Information Systems [Jan 2012 – Apr 2013] | Contractor for AT&T

- Maintained content and design for multiple internal HR Portal websites.
- Managed the email distribution lists for internal HR communications.
- Managed the list of authorized HR SMEs for various sections and pages within the web portals and partnered with them to maintain content.
- Assisted with various special projects related to HR involving graphic design and technology consulting.

Director of Web Services

Zippi Networks, Inc. [May 2006 – Jan 2009]

- Project managed and produced the company's website from conception to launch, including graphic and UI design, web coding, SEO, application development, API integration with third-party applications, site content, copywriting, and internet marketing campaigns.
- Managed and executed internet marketing campaigns.
- Managed all network architecture & web servers at co-located data center.

Director of Web Development and Internet Marketing

Latitude Venture Partners, LLC. [Jan 2002 – May 2006]

- Designed and produced all logos, letterhead, and websites for the company and its subsidiaries.
- Project managed an agency for initial design concepts, then took over all graphic design and web coding.
- Managed and maintained all website content.
- Project managed all application development, technology integration, and administration of software for marketing systems such as ad servers, affiliate networks, and email broadcasting.
- Managed both internal and external sales and customer support call center systems, and CRM applications.

Webmaster

Nettaxi, Inc. [Jul 1997 – Jan 2002]

- Managed all front-end website design & development.
- Managed all site content.
- Managed and administered banner ad campaign servers for displaying ads across the site.
- Partnered with vendors for co-branding and integration of 3rd party web and email applications into the site.
- Implemented search engine optimization (SEO) strategies and marketing campaigns to help acquire users.
- Conducted website traffic analysis to determine recommendations for improvement of content and advertising.
- Managed website SSL security certificates.
- Managed and trained other designers on website design & content management processes.

Assistant Product Manager

Simply Interactive, Inc. [Feb 1995 – Jul 1997]

- Assisted the Sr. Product Manager in overseeing the production of an interactive educational CD-ROM retail product.
- Wrote all tutorial lesson scripts, including screen shots and audio.
- Directed the talent and engineers in producing all script audio and video production work.
- Conducted focus groups to determine the user-friendliness, value, and usability of the product.
- Oversaw quality assurance testing for the product on multiple platforms and hardware configurations.
- Wrote and managed production of printed user manual booklet including installation instructions & system requirements.

CORE COMPETENCIES

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|-------------------------------|------------------------------|-----------------------------------|
| ▪ Creative Design & Processes | ▪ Web Analytics | ▪ Project Management |
| ▪ Front-End Web Development | ▪ Search Engine Optimization | ▪ Business Analysis |
| ▪ UI & UX Methodologies | ▪ Content Management | ▪ Work Specification Documents |
| ▪ Adobe Photoshop | ▪ Application Development | ▪ Verbal & Written Communications |
| ▪ Visual Communication | ▪ e-Commerce Integration | ▪ Client/Vendor Relations |
| ▪ Problem Solving | ▪ IT Management | ▪ Quality Assurance |

TECHNOLOGY SKILLS & PROFICIENCIES

Internet

- HTML 5.0, CSS 3.0, JavaScript
- Bootstrap, JQuery, Node.js, React (*WIP – learning all of these now!*)
- Content Management Systems (Liferay, ServiceNow, WordPress, Other/Custom, ...)
- Adobe Creative Cloud Suite (Photoshop, Illustrator, Premier, Acrobat, InDesign, ...)
- MS Visual Studio Code
- Chrome, MS Edge, Firefox, Safari
- Windows PowerShell, Terminal Services, Remote Desktop
- MySQL Database Enterprise Manager
- Code Cloud, Git Hub, Git Bash
- Google Analytics Admin Tools
- Virtual Conferencing: MS Teams, WebEx, Zoom

Other Proficiencies

- Figma
- Mural
- Oracle Service Cloud (work request ticketing system)
- MS 365 (Teams, SharePoint, Outlook, Word, Excel, Access, PowerPoint, OneNote)
- Adobe Acrobat DC PRO
- Client Services & Support
- User Acceptance Testing (UAT)
- UX/UI Design Theories & Strategies
- Agile Development Process
- Microsoft Azure DevOps

EDUCATION

20+ years on-the-job work experience (self-learning)

Currently enrolled in UC Davis Coding Bootcamp for Full Stack Developer Certification (Sept 2023 – Mar 2024)

Sierra College, Rocklin, CA (2010 – 2012) – GPA 3.58

Major, Design (Web & Graphic)

Minor, Computer Science

West Valley College, Saratoga, CA (1991-1995)

Major, Psychology

REFERENCES

References provided upon request.