James Pistell
Front End Web Developer

Contact

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About

James hails from Rochester, NY. He earned his degree from the State University of New York College at Brockport. Before starting his niche SaaS application he worked at YPC Media as the Director of MarTech solutions. While his work blended knowledge of digital marketing and programming, his non-work interests range widely from world history to JavaScript. In his spare time James moonlights as a Captain in the Army National Guard's 91st Cyber Brigade.

Profiles

GitHub
pistell

LinkedIn
jamespistell

CodePen
pistell

Medium
jamespistell

Work

Army National Guard   Jun 2012 – Present
Cyber Network Defense Manager

Commissioned as a 2nd Lieutenant in June 2012 and spent the first 8 years as a Cavalry Scout in the Armor branch. In my last assignment I served as an Assistant S3 Plans Officer in the rank of Captain within a headquarters company located at Syracuse, New York. I Demonstrated keen oversight of operations, including all facets of health and welfare, the facilitation of duties for over 100 soldiers, and the maintenance of more than $25 million dollars in military equipment. I currently have and maintain a Secret level government Security Clearance. Recently in June 2020 I transferred branches from Armor to Cyber and currently work as a CND Manager developing tools for cyber operations.

Highlights
- Served as PL, Troop XO, HHT XO, HHT AS3, HHC AS3 and Cyber Network Defense Manager
- Deployed to Ukraine for 11 months in 2017-2018
- Passed the Cyber Selection and Assessment examinations to transfer branch

YPC Media   Jan 2017 – Jul 2019
Director of MarTech Solutions   https://ypcmedia.com

YPC Media is a full service online marketing and sales organization that specializes in helping small to medium sized businesses in establishing or growing their internet presence.

Highlights
- Created internal tools that assisted marketing agents generate marketing emails
- Created a marketing funnel template for high end clients and tested the campaign which lead to a 222% increase in leads
- Optimized landing pages based on A/B testing data
- Managed PPC accounts in Facebook, Google AdWords, Bing AdCenter, Amazon Seller Central & Instagram marketing

PistellWeb   Dec 2009 – Dec 2016
Self-employed

I acted as a self-employed webmaster and managed a portfolio of personal and client web sites as well as their servers. Responsible for maintaining their uptime, security, billing, PPC, SEO, web design & development.

Highlights
- Developed a popular WordPress automotive blog in 2013 and sold it for 6 figures in 2019
- Created a custom WordPress CRM system for a client that helped him keep track of his customers accounts and employee activities
- Built an Instagram scraping tool for a client that finds potential influencer accounts on Instagram for marketing research.

Education

State University of New York College at Brockport   Jul 2008 – May 2012
History   https://brockport.edu/

Bachelor of Science

Monroe Community College   Jul 2006 – May 2008
Liberal Arts   https://monroecc.edu/

Associates of Science

Projects

MGRS Mapper   Jun 2020 – Present
Developer, Designer at MGRS Mapper   https://mgrs-mapper.com

I developed a niche SaaS application that enables users to easily search for and create valid military symbols to drag-n-drop on a map with a Military Grid Reference System overlay. This speeds up the process of creating operational plans.

Highlights
- Over 200 subscribers in first 3 months
- 100% built by me (excluding the help I got with the Stripe API and MySQL)
- Featured on many Army related publications such as Army.mil, Citizen Soldier Magazine, Stars and Stripes, and NationalGuard.mil
- Retweeted by the Department of Defense (haha)

Awards

Facebook Buying Certified Professional   Apr 2017
Awarded by **Facebook**

Blueprint Certification is Facebook's credentialing program for digital advertising professionals who demonstrate advanced proficiency in Facebook marketing. The Facebook Certified Buying Professional credential is awarded to digital advertising professionals who are proficient in creating and buying Facebook advertising for maximum campaign impact.

A+   Apr 2005
Awarded by **CompTIA**

The A+ certification represents entry-level competency as a computer technician and is a vendor neutral certification that covers various technologies, hardware and operating systems. CompTIA Certifications prior to 2011 are considered good-for-life and do not expire.

Network+   Apr 2005
Awarded by **CompTIA**

The Network+ certification represents an entry-level certification is used to measure skill as a network technician. CompTIA Certifications prior to 2011 are considered good-for-life and do not expire.

Skills

Front End Web Development

Javascript	WebPack	SASS
CSS	Material Design	SVG
Design	Leaflet	GIS

Back End Web Development

| Node | Express | MySQL |
| Docker | AWS | Digital Ocean |

Interests

History

| Rome | American Revolution |
| Word War I | World War II |