



MARK SALVATORE

WordPress Developer

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React / Typescript • WordPress • PHP • Scss/Html • Git • Salesforce Marketing Cloud • Heap.io

As a web developer, I have experience working with a range of platforms and frameworks, specifically with WordPress and React. My focus lies in programming custom themes, including classic, block, and hybrid designs. I prioritize adherence to WCAG 2 guidelines and WordPress best practices to guarantee that each template meets the rigorous standards of accessibility and usability. Furthermore, I place significant emphasis on optimizing page load speed, recognizing its crucial role in user experience and call-to-action (CTA) conversions.

ENSUREM LLC

Largo, FL - January 2018 - January 2024

MarTech Web Developer (2.5 years)

Frontend Web Developer (3.5 years)

MarTech Web Developer / Team Lead

Provided code development, maintenance, deployment and support for all marketing websites, including our corporate site (WordPress) and four distinctly branded landing page domains (Nunjucks JS), while serving as admin of our customer engagement platform as a *Certified Salesforce Marketing Cloud Administrator*.

- Scripted a *Nunjucks JS* templating system to rapidly build, maintain, and generate required HTML, CSS, and Javascript for landing pages and related submission forms, enabling new pages/sites to be built, tested, and deployed the same day.
- Improved landing page CTA conversion rates from 6% to 10% by optimizing page-load speeds from 50 to 80+ (Google Lighthouse) across all 30+ landing pages.
- Improved ADA/508 Compliance accessibility rating on our corporate site by 34%, from 64 to 86 (Google Lighthouse), and maintained a Lighthouse accessibility rating of 98 across all landing pages.

- Integrated custom API to display page-specific Medicare marketing disclaimers so changes to a particular disclaimer distributes simultaneously across all pages that subscribe to it.
- Managed Salesforce Marketing Cloud customer engagement platform (CEP), implementing customer journeys and ensuring contacts remained under purchase threshold.
- Integrated the Braze SDK for the Braze customer engagement platform (CEP) into our templating system after migrating the platform from Salesforce Marketing Cloud.
- Configured instance of **Heap**, our digital insights platform, defining data governance rules, key events, conversion funnels and initial set of dashboards to monitor flow of visitor traffic across 4 domains.

Frontend Web Developer

Programmer in a range of web application initiatives using React/Typescript and NextJS as core frameworks.

- Built the frontend for the Medicare industry's first-ever direct-to-consumer application for purchasing Medicare Supplement Health Insurance (Medigap).
- Defined and built a set of React/Typescript components to recreate the visual layout for our 20+ affiliate websites including javascript controlling form inputs, masking, and error handling. Built style for pages in Sass, using SMACSS methodology.
- Created wireframe for our Final Expense Insurance application that collects required information from users to fetch a relevant quotation via a custom quoter API. Built 25% of the React/Typescript components used to display and control the frontend user experience.

EQUESTRIAN ENTRIES

Web Application Developer

Reno, NV - August 2011 - July 2016

Lead developer tasked with the development and maintenance of an e-commerce site built with Codeigniter/PHP and MySQL database. The system is the backbone of a flourishing event registration platform that serves dressage horse trial managers, along with event participants.

NATIONAL ESTUARINE RESEARCH RESERVE ASSOCIATION

WordPress Developer

Wells, ME - Remote Contract 2016

Designed and implemented a tailor-made WordPress theme, aligning with the designer's layouts, to meet the demanding content and publishing needs of the US coastal reserve system.

ABBA MOTORS

WordPress Developer

Florence, MA - Remote Contract 2015

Crafted a custom WordPress theme prioritizing mobile responsiveness, adhering to the designer's layouts.

NERDS WITHOUT BORDERS: *TURTLE SENSE*

Software Development Volunteer

San Francisco, CA - Volunteer Work 2014

Wrote a specialized data parser in PHP to read, validate, and store incoming data from in-field sensors, specifically focusing on sea turtle nest activity. This initiative aims to enhance comprehension of their nesting schedule, enabling informed decisions on beach closures for tourist management.

KILBOURNE & KILBOURNE

Ecommerce Web Application Developer

Hopewell, NJ - Remote Contract 2011

Created an online product catalog using CodeIgniter (PHP), designed to effectively manage a large inventory where each item encompassed various options, add-ons, quantity-based charges, special fees, volume discounts, diverse sales tax conditions, and complex shipping options.

ELECTRONIC ARTS

Web Application Developer

Redwood City, CA - Onsite Contract 2003

Planned and built a digital asset library and database for the organization of more than 300,000 assets utilized by game developers working on EA's *Lord of the Rings* video game. The system incorporated advanced search functionalities, automated alerts for incoming resources, and semi-automatic bulk import capabilities to facilitate the handling of the substantial daily influx of digital assets. Collaborated across departments to define requirements and ensure usability. Personally designed all facets of the user interface, application logic, and supporting database.

EDUCATION

San Jose State University

Bachelor of Science, Marketing