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## OBJECTIVE

To offer my technical abilities within a creative team environments in the pursuit of high quality online content.

## SUMMARY

Web Developer and online marketer with extensive programming, graphical and marketing skills with more than 10 years of experience. Proficient in Adobe Photoshop, HTML, XHTML, DHTML, XML, XSLT, CSS, Flex, JavaScript, jQuery, Eclipse, Facebook Marketing, PPC (Pay Per Click Marketing with Bing, Google and Yahoo) and various end user software and Internet programs. Trustworthy and proven team leader with strong management and employee training experience. I can function independently on multiple projects and I have a strong desire to learn new skills.

## EMPLOYMENT

**Citigroup**, New York City, NY  
*Senior Consultant*

September 2015 – September 2016

- Part of internal development team that maintained and managed all of Citi's websites: [citigroup.com](http://citigroup.com), [citigroup.com/tts](http://citigroup.com/tts), [citigroup.com/mss](http://citigroup.com/mss), [citibank.com/icg/](http://citibank.com/icg/)
- Implemented Omniture and Google Analytics tracking on new additions to above mentioned sites to measure effectiveness of marketing campaigns
- Coded responsive emails for marketing campaigns
- Worked on converting Citi's microsites to be responsive

**Grey Health Group**, New York, NY  
*Freelance Front End Developer*

June 2015 – August 2015

- Worked with internal design team to convert design into a custom Wordpress site using Avada Wordpress theme: <http://www.serenol.com>
- Added custom CSS3 and JavaScript to new Wordpress theme to get look and functionality that designer wanted for the site.
- Incorporated Google Tag Manager to new website to measure custom click events and form submissions.

**Viacom**, New York, NY  
*Senior Web Developer*

February 2013 – March 2015

- Worked closely with internal development team to help convert the following websites into responsive sites: [ComedyCentral.com](http://ComedyCentral.com), [Tosh.com](http://Tosh.com), [SouthPark.com](http://SouthPark.com), [TheDailyShow.com](http://TheDailyShow.com), [ColbertReport.com](http://ColbertReport.com), [Gametrailers.com](http://Gametrailers.com) and [Spike.com](http://Spike.com)

- Implemented Omniture tracking through all sites to track user interaction and clicks.
- Implemented A & B testing on sites to measure clicks to various marketing campaigns
- Help debug all new pages to insure that they are cross browser compatible and function as expected on mobile and tablet devices.
- Measured effectiveness of marketing campaigns by using various analytical tools.

**Pfizer**, New York, NY  
*Independent Contractor*

September 2012 – December 2012

- Took part in the rebranding of existing Pfizer site [GetOld.com](http://GetOld.com)
- Converted wireframe and Photoshop document into valid HTML4, HTML5, CSS2, CSS3, JavaScript and JQuery code.
- Ensured that the new version of the website is cross browser compatible.

**McCann Worldgroup**, Parsippany, NJ  
*Independent Contractor*

November 2011 – August 2012

- Worked closely with designers to insure that all designs for web, mobile and tablets are feasible.
- Converted wireframes and Photoshop documents into functional CSS2, CSS3, HTML4, HTML5 and JavaScript code.
- HTML email creation.
- JSON API integration
- Confirmed that all pages of websites created are cross browser compatible.
- Took part in the creation of [Live2Thrive.org](http://Live2Thrive.org), [Vimpat.com](http://Vimpat.com), Vimpat iPad application and various medical micro sites.

The following software and web programming languages were used on this project:

HTML4 & HTML5	JavaScript	Eclipse IDE	Dreamweaver
CSS2 & CSS3	jQuery	Aptana Studio IDE	Subversion Control

**Possible Worldwide**, New York, NY  
*Independent Contractor*

September 2011 – October 2011

- Collaborated with developers to build a Facebook application and custom Drupal CMS.
- Converted wireframes and Photoshop documents into pixel perfect functional html code.
- Ensured that all components of the application are platform and browser compatible.

The following software and web programming languages were used on this project:

HTML	JavaScript	Aptana Studio IDE
CSS	Query	Subversion Control

**Samsung SDS America**, Moonachie, NJ  
*Independent Contractor*

March 2011 – June 2011

- Work with a team of developers to develop a mobile web application for Samsung's internal use.
- Translated wireframes into working application.
- Ensured that application is platform and browser compatible.
- Built jQuery plugins and utilized the new capabilities of HTML5 & CSS3 to create desired functionality of application.
- Ensured that the application was platform and browser compatible.

The following software and web programming languages were used on this project:

HTML4 & HTML5 JavaScript Eclipse IDE Ajax  
CSS2 & CSS3 JQuery Subversion Control Api's

**Euro RSCG Worldwide,**  
*Independent Contractor*

New York, NY February 2011

- Collaborated with a small team of developers and web designers to build the new corporate site of [PetArmor.com](http://PetArmor.com)
- Converted Photoshop templates to validated web pages utilizing current coding techniques to ensure compatibility with today's web standards.
- Ensured that the new site is platform and browser compatible.
- Collaborated with the Senior Web Designer to ensure that all components of the website functioned as designed.

The following software and web programming languages were used on this project:

HTML Photoshop JQuery  
CSS2 JavaScript Dreamweaver CS5

**Rosetta Interactive,** Hamilton, NJ  
*Independent Contractor*

October 2010 – January 2011

- Worked with a small team of developers to build the new corporate sites for [Plavix.com](http://Plavix.com) and [Ramada.com](http://Ramada.com) utilizing XHTML, CSS, JavaScript and jQuery
- Convert Photoshop templates to validated web pages utilizing current coding techniques to ensure compatibility with today's web standards.
- Ensured that the new sites are browser and platform compatible.
- Provided Q&A for the finished website (testing on multiple platforms, functionality, user interface, loading time, link integrity, etc.)
- Interacted with web designers to ensure that all component of websites functioned as designed.

The following software and web programming languages were used on this project:

HTML Photoshop Microsoft Visual Studio PHP  
CSS3 Dreamweaver JQuery

**Samsung USA**, Ridgfield Park, NJ  
*Independent Contractor*

June 2010 – August 2010

- Worked with a small team of developers to build the new English/USA version website for [Samsung.com](http://Samsung.com) utilizing HTML, CSS, XML, XSLT and jQuery
- Convert Photoshop templates to validated web pages utilizing current coding techniques to ensure compatibility with today's web standards.
- Built jQuery plugins to handle the functionality of the new design.
- Ensured that all built pages components were browser and platform compatible.
- Converted validated HTML pages into XSLT templates to incorporate into Samsung's Content Management System
- Provided Q&A for the finished website (testing on multiple platforms, functionality, user interface, loading time, link integrity, etc.)

The following software and web languages were used on this project:

HTML	CSS	XML	XSLT	jQuery
JavaScript	Aptana Studio			

**Heartbeat Software**, New York, NY  
*Front End Developer – Contract Position*

March 2010 – April 2010

- Front End production on new UI (User Interface) for web application.
- Converted Photoshop documents into browser compatible, valid HTML markup
- Ensured that the final version of the web application was browser compatible...mainly with IE6

The following web languages and software are what I currently use in this position:

HTML	CSS	Dreamweaver	PhotoShop	jQuery
JavaScript	DHTML			

**Universal Calling**, Irvine, CA & Houston, TX  
*Senior Web Developer*

August 2004 – March 2010

- Oversee all front end-production of the various telecom sites owned by company by utilizing CSS2, CSS3, XHTML, JavaScript, jQuery, XSLT and PHP. Some of these domains are the following: [UniversalCalling.com](http://UniversalCalling.com), [Callingcards.com](http://Callingcards.com), [ConferenceCalls.com](http://ConferenceCalls.com), [MobileCaller.com](http://MobileCaller.com), [CheapCallingCards.com](http://CheapCallingCards.com) and [OneTranslator.com](http://OneTranslator.com)
- Convert Photoshop templates to web pages utilizing correct coding techniques to ensure compatibility with current web standards.
- Ensured all design templates were browser and platform compatible.
- Contribute into the design of the user interface of the various websites and mobile applications
- Design and hand code e-mailers for customers.

- Develop and use SEO techniques to insure that the domains are searchable by search engines (Google, Yahoo, MSN, etc...)
- Utilize company's public XML API to develop ecommerce sites to target specific regions
- Develop the specifications for the following iPhone applications: World Access, Interpreter, CorpCalling and RequestCaller

The following web languages, CMS platforms and software are what I currently use in this position:

HTML	CSS	Dreamweaver	Wordpress CMS
DHTML	JavaScript	Photoshop	jQuery
PHP	XML	Ingeniux CMS	
XSLT	Basic ASP	BBEdit	

**JIB Enterprises**, Newport Beach, CA  
*Associate Webmaster / Photo Editor*

May 2003 – August 2003

- Daily maintenance and update of website utilizing XHTML, DHTML, JavaScript and Photoshop.
- Troubleshooting any problems that customers may encounter using website.
- Optimizing graphics used in the daily updates.
- Creating and deleting accounts for customers.
- Providing email support to customers.

The following web languages and software are what I used while employed with this company:

HTML	CSS	JavaScript	Dreamweaver
Photoshop	PHP		

**marchFIRST** (formerly **USWeb/Cks**), New York, NY  
*Senior Consultant*

September 1999 – April 2001

- Oversaw the front-end web programming (client side) of sophisticated B2B (Business to Business) and B2C (Business to Consumer) websites.
- Programmed and helped design websites and templates using current web coding techniques, technologies and programs such as: Photoshop, CSS, HTML, JavaScript, DHTML and Flash.
- Worked closely with technical teams to ensure back-end feasibility of all websites.
- Consulted with clients and internal teams on functional limitations of browsers and design feasibility.
- Oversaw production of all design templates.
- Interacted with all groups contributing to the building of the website: Information Architects, Designers and Developers.
- Provided Q&A for the websites (testing on multiple platforms, functionality, loading times, link integrity, etc.).
- Managed consultants on numerous internet projects from initial conception to deployment.
- Responsibilities at marchFIRST also included team coordination, time estimation, task delegation, and consultant evaluations.
- Ensured all design templates were browser and platform compatible.

- Ensured that all pages built can be successfully rendered within enterprise Content Management Systems such as Vignette and Blue Martini.
- Helped create, design and organize the content of the marchFIRST's intranet.
- Mentored new employees.
- Trained clients in the maintenance of the websites.
- Some websites that I took part in creating are the following:
 

<a href="http://lexisONE.com">lexisONE.com</a>	<a href="http://NuebergerBerman.com">Nueberger Berman</a>
<a href="http://saksfifthavenue.com">saksfifthavenue.com</a>	<a href="http://esteelauder.com">esteelauder.com</a>
<a href="http://jpmorganonline.com">jpmorganonline.com</a>	<a href="http://AudiUSA.com">AudiUSA.com</a>
<a href="http://bluevector.net">bluevector.net</a>	<a href="http://vault.com">vault.com</a>

The following web languages and software are what I used while employed with this company:

HTML	CSS	JavaScript	PhotoShop
ImageReady	DHTML	Adobe Flash	Blue Martini Software
HomeSite	BBEdit	Vignette CMS	

**Independent Contractor**, California, New Jersey, New York, Houston  
*Freelance Web Programmer*

June 2001 – Present

- Provide programming work for various clients.
- Converting images from print format to web format.
- Break apart Photoshop documents into separate images to be used in various websites.
- Optimize images for website use with Photoshop
- Program web pages and templates from Photoshop documents using hand-coded HTML, XHTML, DHTML and JavaScript.
- Work with technical staff and clients to establish primary keywords for major search engines.
- Ensure the website is cross platform (Mac & PC) and cross browser compatible (Netscape / Internet Explorer, Firefox, Safari).
- Freelance work includes:
 

<a href="http://Designs2Code.com">Designs2Code.com</a>	<a href="http://360SportsLounge.com">360SportsLounge.com</a>
<a href="http://HostingBlock.com">HostingBlock.com</a>	
<a href="http://NTTDoCoMo.com">NTT DoCoMo.com</a>	
<a href="http://BlueMoonCinemas.com">Blue Moon Cinemas</a>	
<a href="http://SharleneMerchant.com">Sharlene Merchant</a>	

## EDUCATION

New Jersey Institute of Technology  
 MIS (Management Information Science)

## Programming, Software Knowledge & Skills

HTML5, DHTML, XML, XSLT, PHOTOSHOP  
 JAVASCRIPT, jQuery, PHP, Most IDE's (Eclipse, Dreamweaver, etc..)

CSS3, ADOBE FLEX

CMS Platforms (Wordpress, Ingenix, etc.), SEO (Search Engine Optimization)

PPC (Bing Ads, Google Adwords)

Facebook Ads,

Search and Display online marketing