



OBJECTIVE

Committed to engineering high-impact web applications that bolster marketing efforts, elevate user engagement, and contribute significantly to business growth.

Accomplished full-stack developer blending web technology expertise with digital marketing strategies to enhance business operations. Proficient in leading cross-functional teams to deliver robust solutions while ensuring optimal resource utilization and security compliance.

CORE COMPETENCIES

- Full Stack Web Development
- Enterprise WordPress
- Headless CMS
- Web Design
- UI / UX
- Platform Integration
- Cloud Infrastructure
- Agile / DevOps
- Conversion Rate Optimization

PROFESSIONAL EXPERIENCE

FRANKLIN STREET, TAMPA, FLORIDA, 2021 TO PRESENT

FULL STACK APPLICATIONS DEVELOPER

- Orchestrated the transition of a \$10 million proprietary Real Estate, Capital, and Insurance CRM application development in-house, positioning Franklin Street to save millions in external development costs.
- Independently developed a comprehensive CRM for the Recruiting and Mergers & Acquisitions departments, significantly enhancing business growth and operational efficiency.
- Directed and mentored multiple offshore development teams, scaling up project delivery rates cost-effectively while upholding stringent standards of data security and integrity.
- Managed the ongoing development and maintenance of the Franklin Street & affiliates' web portfolio, ensuring a consistent and secure user experience across all platforms.

TRADEWINS PUBLISHING, SMITHTOWN, NEW YORK, 2016 TO 2021

FULL STACK WEB DEVELOPER

- Pioneered a revenue-generating blog platform, elevating it from concept to a major profit center, with revenues topping \$500,000 and achieving a peak monthly revenue of \$42,000 through targeted conversion rate optimization and strategic leadership.
- Spearheaded the development and execution of a content marketing strategy, significantly enhancing the company's digital footprint and authority in financial publishing.
- Conducted a comprehensive analysis of business services, leading to the revitalization of underutilized content into a successful blog and social media strategy, increasing audience engagement and brand trust.

TRADEWINS PUBLISHING, SMITHTOWN, NEW YORK, 2015 TO 2016

FRONT END WEB DEVELOPER / GRAPHIC DESIGNER

- Drove significant revenue growth by designing and optimizing email campaigns and landing pages, directly resulting in over \$100,000 in revenue in 2021, with a record single-email performance of \$50,000.
- Leveraged expertise in user experience and visual design to create compelling product imagery and advertisements, significantly boosting click-through and conversion rates.
- Applied A/B testing and analytics to refine marketing strategies, contributing to substantial revenue generation through optimized digital content.