

Michael F. Pisanzio

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Objective

To obtain a web developer position.

Technical Skills/ Qualifications

- ✓ Web Developer
- ✓ Specialize in developing quality B2B and B2C websites
- ✓ HTML5/CSS3, Javascript & jQuery, PHP/MySQL, Photoshop, Flash
- ✓ Responsive Web Design, Content Management System (C.M.S), Search Engine Optimization (S.E.O)
- ✓ Can type over 80 words per minute, Completed online courses @ Tutsplus.com

Work Experience

webSURGE: Developer, S.E.O Specialist

2017- Present

MG Lomb Advertising: Senior Front End Web Developer, Social Media Specialist & S.E.O

2014- 2017

RigakuAnalytical.com

- Sole Web Developer, Integrated and Customized the Design Flats into a WordPress Back-end
- Custom installed WordPress using PHP and mySQL database
- 3 Parts Adaptive and Full Responsive, used % based layout and set pixel width
- Home Page slider customization; Fully adaptive width while staying vertically aligned, uses jQuery to calculate the centering, and media queries to reveal the mobile imagery
- Much of the imagery is adaptive, in regards to size and positioning, dependent on device width.
- Fully custom Desktop Menu, and Mobile Menu, both integrated into WordPress
- Custom sub navigation menu, read more/ read less functionality made in jQuery
- Website developed in test environment, and then migrated fully to a live environment
- Spent time on S.E.O, strategically naming the URLs, Titles, H1 tags, image names/ alt tags
- Device Tested on all the major browsers, tablet, android, and iPhone.
- Monthly S.E.O reporting; Google Analytics, Webmaster Tools, Moz.com. Providing of report spreadsheets, web stats, targeted keyword rankings, competitor data, page suggestions. Internal Link Building, External Link Updating (contacting publications), 301 re-directs, renaming of URLs, titles, h1 tags, image file names, and image alt tags.

FlexTubing.com

- Sole Web Developer, Integrated and Customized the Design Flats into a WordPress Back-end
- Custom installed WordPress using PHP and mySQL database
- Coded custom templates for WordPress, per each section of the website, for ease of use
- Customized Mobile menu that has a Search menu inside
- Custom coded Adaptive and Responsive universal page banners.
- Adapted an HTML/Javascript U.S map widget, for the purpose of a Distributors Map.
- Created a guide tutorial with screenshots, per the edits requested by the client

RailComm.com

- Sole Web Developer, Integrated and Customized the Design Flats into a WordPress Back-end
- Custom installed WordPress using PHP and MySQL database
- Coded custom templates for WordPress, per each section of the website, for ease of use
- Created a guide for our client on how to make new pages, and edit content with the templates
- Customized Mobile menu that pushes content to the left, while opened
- Developed this entire website in 6 weeks; initial flats provided to me, and countless edits and revisions were made along the way
- Website developed in test environment, and then migrated fully to a live environment
- Spent time on S.E.O, strategically naming the URLs, Titles, H1 tags, image names/ alt tags
- Device Tested on all the major browsers, tablet, android, and iPhone

[LattimorePT.com](#)

- Took on this project mid-way, and fixed many breaking issues with the website
- I maintain the website, add new pages, remove pages, addition of various features
- Added mobile functionality to the home page.
- Added a tabs jQuery tabs functionality for clinic staff on the Mobile version of website

[DpopeArchitects.com](#)

- Sole Web Developer, custom website created for a local business
- Fully responsive/ adaptive website; 100% image on the homepage for desktop
- Image sliders will adapt dependent on desktop or mobile
- Created a custom way to display About Us; made 4 sections in jQuery that will toggle slide open, one at a time, to reveal text underneath the sections image
- Created a custom side navigation accordion for efficient navigation through services
- Integrated a Light-box tool on the services page, to expand images full screen

Miscellaneous/other Websites

- Created a STERIS microsite; 3dscienceandsolutionsforlife.com
- I manage and maintain a handful of other clients websites
- Being the sole web developer, it is my responsibility to manage our website, and email and contact our web hosting provider for any issues
- S.E.O optimization and Google Analytics reports for our company website
- Social Media Posts on Facebook, Twitter, Google+, LinkedIn

[FunniestVideosOnline.com](#): Sole Web Designer/Developer, Webmaster and Creator

2008 – 2014

Front End

- Entire website made from scratch using HTML and CSS
- Created and customized a Javascript/jQuery drop down menu
- Javascript/jQuery tabs function for related videos; most viewed, top rated, featured and random
- Flash Header with member log in and remember me checkbox
- Rating System (vote yes/no, percentage based, made design in Flash), Flash Poll
- CSS3 transitions, animations, box shadow, opacity, media queries

Back End

- Created my own C.M.S form that adds new videos to their own page w/ thumbnail image
- MySQL then stores the title, description, genre, url embed link, tags, date
- PHP pagination function, PHP videos search, basic PHP forum, favorite videos, random video
- Member registration page, user's can upload video, profile pic, status update, YouTube channel

Marketing/S.E.O

- Search Engine Optimization- Market Samurai Keyword Indexing Tool
- Each video page uses variables to define the Title, URL, Header, Description
- Facebook Page Management and Promotion, 2.6k Facebook Likes
- Created Business Card in Photoshop
- Google Adwords, and Facebook Ads, Google+, Share This Widget
- Social Media Comment System Widget; Comment using Facebook, Yahoo, Aol, Hotmail

Blackboard Engage: Mobile Developer Implementation Assistant

2014 – 2014

Work on a multi-layered team to create mobile applications for schools. We create mobile applications for Public School Districts, High Schools, Middle Schools, Elementary Schools, and Private Schools.

My primary responsibilities are to:

- Input all information as provided by the schools into the C.M.S (Mosaic)
- Create the Data Side of the Application and Device Side- Upload design images, links, icons, gradients
- Quality Assurance Testing- Test to make sure the applications are running smoothly
- Create Powerpoint Presentation- Provide District with initial screenshots before finalizing the schools
- Debug the application (after finalized)- Test on an Android Device and iPhone device (Mac simulator)
- Provide the Release Build Screenshots- for Android Google Play and iPhone App Store

Nixon Peabody: Website Redesign/Rewrite C.M.S

2013 – 2013

Worked on a team of 5 people. Reported to the Marketing Information Systems Manager. Our boss managed the entire website re-design and was the liaison for the developers and the Nixon Peabody attorneys.

Updated website within Content Management System

- HTML Tags- <p>, <h2>, <h3>, <h4>, , , ,
- Meta Description/Keywords- Targeted keyword phrases and terms for Search Engine Optimization
- Profile Pictures- Uploaded new profile images onto the website (extra task for working fast)
- Website Design Analysis- Provided feedback and suggestions; www. was not working, drop down menu z-index was not correct on one of the pages, drop down menu hover was bugged, etc.

Target Stores: Backroom, Sales floor

2006 – 2013

Customer service, storing/pulling product, electronic sales, researching product availability

Education

Monroe Community College (Rochester, NY)

Graduation Date: May 30, 2010

Associates in Science

In Liberal Arts and Sciences- General Studies

Major/Notable Courses:

Business 101, Principles of Marketing, Professional Communication, Cognitive Psychology, Flash 101

Work can be found on www.MichaelPisanzio.com