Michael F. Pisanzio

18 Whitney Rd. Penfield, NY, 14526 | Tel: (585) 217-1361 | admin@MichaelPisanzio.com

---

Objective

To obtain a web developer position.

Technical Skills / Tools & Technologies

- ✓ Self-taught Web Developer who specializes in developing high quality B2B and B2C websites.
- ✓ **Responsive Web Design;** HTML5, CSS3, JavaScript, jQuery, PHP, MySQL, Photoshop, Illustrator, XD
- ✓ **S.E.O;** Google Search Console, Analytics, AdWords, Data Studio, WebCEO, SEMrush, Moz, Yext
- ✓ **Custom WordPress Environments;** Hooks / Actions / Filters, Custom Post Types & Taxonomies, Advanced Custom Fields, WooCommerce, Bootstrap, Active Campaign, A/B Testing, Training Clients
- ✓ Attended Search Marketing Expo SMX East & Pubcon SEO Conference

---

Work Experience

webSURGE: Developer, S.E.O Specialist   *2017- 2020*

SweetPeaPlantBased.com
- • Fully responsive WooCommerce Meal Ordering subscription based website. Used hooks, actions, and filters to develop the desired design required. Customers are walked through the order process by adding meals, and with the option of making a one time order or subscription.
- • Used Advanced Custom Fields to allow for easy client editing, following our client training session.
- • Custom Gradient Header Menu.
- • Page Hero on the homepage has a unique parallax 3D effect with a plate moving up while the background stays fixed.
- • Custom Video Lightbox Block uses bootstrap custom code and a Vimeo link.
- • Single Column Section has a CTA element that will center at the bottom add a plate image.
- • Custom Two Column Bootstrap CTA Section; Full width transparent section with variables to change the background and update the icons, titles, and text.
- • Reviews Slider; client is able to add as many reviews as they want, and add their picture in as well.
- • Contact Form uses and SMTP, Formidable, and is connected to Active Campaign.

JCJones.com
- • Extensively deep website that uses Custom Post Types and Taxonomies. Specifically, the services section which uses slickslider for internal navigation while connecting to the custom post type and displays the specified taxonomy. This is also an advanced custom field block which can be applied on any page, with a select field to choose which taxonomy you would like to use.
- • The Header menu has a cool shrinking effect while hiding the top branding element. Additionally, the drop-down menu has a custom arrow element which stays consistent to the brand.
- • The hero has a video background with a down arrow which jumps down to the next section.
- • Below the hero is a video lightbox popup which uses a YouTube variable.
- • Further down the page is alternating video lightboxes with branding slide animation backgrounds.
- • 3x2 section on the page which pulls information from a taxonomy "featured," and breaks down to 2x2x2 and 1 wide on mobile.
- • Below that is a custom slider section with transparency.
- • As you scroll to the bottom you have a really cool reveal effect, displaying the contact information.

PCMIRochester.com
- • Fully responsive website using Advanced Custom Fields; created multiple custom block sections.

- Unique Page Hero; a complicated and super creative usage of CSS making a 3D effect. A foreground image is overlapping with a Header, yet still allowing it to be clickable. This unique idea was accomplished by creating a clone header menu. The clone has no links, while the real header menu is transparent. We also have a parallax image that goes down and tucks behind the foreground image, increasing the 3D look from the background it sits on top of.
- The website has a transparency with background images sitting below to continue the 3D feel.
- 3 Column Thumbnail section; with a custom background design. The images and content are connected to a custom WordPress sections for easy client updating.
- Custom Vertical Tabs Slider; Connected slickslider into WordPress Advanced Custom Field for easy updating, while using jQuery to get the desired effects.

AdvantechIndustries.com
- Adobe XD design to WordPress Development; using WordPress with Advanced Custom Fields
- Page Hero and the section below has an overlapping pop-over image creating a cool 3D effect.
- Custom 9 grid section, which responsively breaks down from 3-2-1 column. It has a smooth hover effected created in CSS, and the images and text, and order can all be changed easily in WordPress.
- Custom Slider Section; using slickslider, bootstrap, and jQuery. Which pulls variables from the Custom Post Type, and also looks completely different in mobile for a better user experience.
- Custom Image Slideshow; also using slickslider, bootstrap, and jQuery, and advanced custom fields.

TSGSecurity.com
- Created an organized structure for the website using Custom Post Types.
- The Custom Drop Down was built off of Advanced Mega menu, and has 3 levels of navigation.
- Logo Showcase Slider which pulls content from added posts with in the Logo post type.
- Services pages have a cool effect of a sticking sub menu as you scroll down the page. This menu is connected to the content section below using anchor tags.
- Created a multi-paginated landing page quiz that had two variations for a/b testing the conversions.

BristolCase.com
- 2 section header menu with a custom 3 level drop-down menu that is transparent and smooth on hover. The logo has branding of the 3 lines, in a before element. The headings also have the branding.
- Page hero has 3 CTA that are spaced out evenly from each side.
- Custom Quote Section which has 2 levels of tabbing, customized using formidable and jQuery.

Bounce-It-Out.com
- Fun looking kids website, very colorful and playful branding.
- Header menu decreases in size with CSS animation, and has an overlapping logo effect.
- Parallax element on the home page hero, with a bouncing kangaroo when you hover the CTA's.
- As you scroll down the page a kid is revealed blowing out candles. A unique way to have a 2 column section but really it's a 1 column section with transparency.
- The internal sections have dots that light-up as you scroll down the page to jump to each section.

RochesterBusinessEthics.com

Markethold.com

DiscoverHardwood.com

Search Engine Optimization:
- Managed 20+ clients on-going S.E.O health. Primarily focused on fundamental SEO factors and page speed. Utilized WebCEO, SEMrush, Yext, Google Search Console, Analytics and Data Studio to monitor the health of our focused keywords. Met with project managers weekly to coordinate and collaborate a game-plan of content required, and client approvals we needed to move forward.
- With the help of our content team, we were able to to get "search engine rochester ny" to position

number 1, and "seo rochester ny" to position number 2.
- Ultrafab gets about $1,300 worth of free organic traffic / month (per SEMrush).
- Legendary Auto Interiors is ranking on page 1 for 14 of their top 20 keywords. "car upholstery" gets 22,200 searches and is ranking number 5.
- Great S.E.O is a team effort put forth by the entire team, none of these results were possible without quality web developers, and the content team doing an incredible on their end.

MG Lomb Advertising: Senior Front End Web Developer, Social Media Specialist & S.E.O   *2014- 2017*

MGLomb.com
- Complex jQuery grid system on homepage, which is combined Divi theme for easy editing allows for a full screen custom masonry system. Which stays 100% height and is fully responsive adaptive. The clicking and hovering of the elements are also fired in jQuery and assures that when another is hovered or clicked on the previous element becomes closed.
- Mobile first navigation, originally created on minimal pages to reveal / hide each section click
- Full sized interactive background, with a jQuery read more slide in option.

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
- Re-launched the website in a WordPress environment using Divi to allow for client editing

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+, LinkeIn

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>, <ul>, <li>, <strong>, <em>
- 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