

FRONT-END DEVELOPER

DANIEL P. MARTIN

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Front-end Developer, with a career spanning more than 10 years. I have experience working as part of a team or independently, while developing responsive cross-platform compatible websites from PSDs or similar files. I have successfully completed hundreds of web and marketing projects for a diverse set of clients. I actively seek out new technologies and stay up-to-date on industry trends. Currently seeking advancement possibilities and career guidance.

PROGRAMMING SKILLS

xHTML ● HTML5 ● CSS ● PHP ● MySQL ● JavaScript ● jQuery

SERVER ENVIRONMENTS

Windows ● Linux ● Apache ● LAMP ● WAMP ● cPanel ● Plesk

SOFTWARE CAPABILITIES

Adobe Creative Suite ● Visual Studio ● FTP ● Microsoft Office Products

KEY SKILLS

- Solid understanding of HTML5, CSS3, JavaScript, jQuery and can write maintainable, scalable, responsive, and cross-platform compatible front-end code
 - Strategized, developed and executed SEO campaigns
 - Programming of custom PHP/JavaScript or manipulation of existing code
 - Solid understanding of MVC frameworks, OOP
 - Ability to work with large spreadsheets (20,000+ items), merging spreadsheets, uploading data to a database or creating a CSV, XML or XLS file for a custom programmed import script
 - Proficient use of the Adobe Creative Suite and Microsoft Office Products
 - Up to date on industry best practices and trends in web development, design, usability and social media
 - Promote and communicate new ideas, process improvements and new technologies to team members and company leadership
 - Ability to work independently and efficiently to meet deadlines or the ability to thrive in a team dynamic with a focus on working together
 - Organized, with a strong attention to detail and accuracy
 - Natural presentation and sales skills, particularly in areas of technical information and web design
 - Establish and maintain long-term customer relationships using excellent written and verbal communication skills
 - Ability to problem solve with quick thinking and adaptation
 - Desire to continually learn and add to my skillset
- Willing to work all additional hours as needed

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PROFESSIONAL EXPERIENCE

SELF EMPLOYED- Wisconsin & Florida

Web Developer/Designer/IT 2007 to Present

- Provide website design, development and marketing services to various clients in a diverse set of markets, notable clients include, Duracell Lighting, Waffle House & Blake's Lotaburger
- Developed RFP responses, proposals and cost estimates
- Provided short and long-term web strategies for customer growth
- Use of open source platforms including setup, theme development and customizations of Opencart, WordPress, WooCommerce, Magento, Joomla, PrestaShop and Shopify
- Integration of third party API's: Zoom, Lightspeed, QuickBooks, Authorize.net and various others
- Provide SEO & SEM services (mainly Organic, AdWords & Facebook)
- Configure, manage and administer hosting for websites with high traffic, 90-120 million-page views per month with bursts of 40k visits per 2-3 seconds, stack included two paired dedicated servers, built with Linux, cPanel, Nginx and Varnish for caching

561 MEDIA – Boca Raton, FL

Front-End Developer 2016- 2017

- Responsible for developing responsive websites from PSD files using HTML5, CSS, JavaScript, jQuery, PHP and third-party APIs. I also gave time estimates as well as developer requirements and specifications
- All websites were developed from PSDs for WordPress and WooCommerce using a variety of plugins to accomplish various tasks, at times, required to modify plugins or write custom code to complete the project.
- Worked alongside the marketing department in support of their development needs. This included developing responsive landing pages and developing custom emails from PSDs
- Follow projects through to completion seeking out information and resources needed to complete various tasks. After completion, I would provide training to internal and external users

At EBC Inc – Oconomowoc, WI

Web Developer 2007 -2010

- Design website architecture, user-experience mock ups and wireframes
- Responsible for planning, analyzing, designing, implementing and testing applications as a web developer
- Create web-based, database-driven applications
- Maintain and enhance existing web applications, designs, and functionality
- Managed and maintained the company hosting environment
- Acted as technical representative in sales efforts with potential clients
- Managed other team members to help complete projects

REFERENCES

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