

FRONT-END DEVELOPER

DANIEL P. MARTIN (561)-907-4701

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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

HTML5 · CSS3 · JavaScript · jQuery · PHP · MySQL · RESTful Services/APIs

SERVER ENVIRONMENTS & SOFTWARE

Windows · Linux · Apache · LAMP · WAMP · cPanel · Plesk · Azure · AWS
Adobe Creative Suite | Microsoft Office Products | Balsamiq | Sketch | Git

PLATFORMS USED

WordPress + WooCommerce, OpenCart, Shopify, Magento
PrestaShop, Laravel, Joomla & Custom developed CMS (PHP, C#, ASP.NET)

KEY SKILLS

- Can write maintainable, scalable, responsive, and cross-platform compatible front-end code using HTML5, CSS3, JavaScript, jQuery, PHP & MySQL
- Solid understanding of MVC frameworks & OOP
- Programming of custom scripts using PHP/JavaScript/ jQuery or manipulation of existing code
- Advanced knowledge of WordPress core functions, custom post types, custom taxonomies and best practices
- Solid understanding of web accessibility standards, PCI compliance and section 508 compliance
- RESTful API service consumption
- Ability to work with large data sets (20,000+ items), manipulation of the data, import and export
- Optimize and streamline existing code for page speed optimizations - Examples: [Josh Macktaz](#) | [Calcagni Law](#)
- Strategized, developed and executed SEO campaigns
- 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
- 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
- Up to date on industry standards and trends in web development, design and usability
- Desire to continually learn and add to my skill set
- Willing to work all additional hours as needed

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PROFESSIONAL EXPERIENCE

SELF EMPLOYED - State of Wisconsin & Florida

Web Developer/Designer/SEO - 2007 to Present

- Provided website design, development and marketing services to various clients in a diverse set of markets, notable clients include, *Duracell Lighting, Waffle House, Martin Case Construction, Watertown Memorial Hospital, Watertown Fire Department*
- Platforms used, including setup, theme development and customizations: WordPress + WooCommerce, OpenCart, Magento, Shopify, PrestaShop, Laravel Joomla
- Developed eCommerce and business websites on a custom C# CMS with Visual Studio for iNET-Web in 2015-2016
- Created new scripts and functionality on existing client's websites along with fixing various front-end related bug issues
- Configure, manage and administer hosting for 100+ websites - Setup and configure hosting for high traffic websites, 90-120 million-page views per month with bursts of 40-60k visits per 2-3 seconds, stack included two paired dedicated servers, (1 for OS + 1 for DB), caching setup: PHP OPcode Cache, Nginx and Varnish

Shark Bite Digital – Delray Beach, FL

Lead Web Developer - 2018 to Present

- Translated web designs to front-end code, gave project estimates, determined developer requirements and specifications with the client, lead the development life cycle from concept to a finished product
- Created new features, functionality and capabilities on existing websites (new content, Geo-location enhancements, maps, forms)
- Updated and streamlined existing code to improve site performance for various clients (page speed optimizations)
- Conducted A/B testing on various landing pages based on data from Google, HotJar & customer feedback to help identify bugs and make UI improvements to continually improve customer conversion rates
- RESTful service & API integration: Zoom, Google, Authorize.net and custom APIs
- Manage and maintain the company hosting environment for all websites and related online marketing materials

561 MEDIA – Boca Raton, FL

Front-End Developer - 2016 to 2017

- Responsible for developing custom WordPress themes from Photoshop files using HTML5, CSS3 JavaScript, jQuery, PHP and occasionally, third-party APIs.
- I also prepared estimates as well as developer requirements and specifications for upcoming projects
- I worked alongside the marketing and graphic design departments in support of their development needs
- Created responsive HTML email templates and newsletters for marketing campaigns
- Followed projects through to completion seeking out information and resources where needed to complete it. After completion, or live launch, I would provide training to internal and external users on how to manage the websites

At EBC Inc – Oconomowoc, WI

Web Developer - 2007 to 2010

- Designed websites, user-experience mock-ups and wireframes, then translated those designs into front-end code
- Participated in all stages of the web project life cycle, client interaction, design and development
- Maintained and enhanced existing websites, designs, and various functionality to accomplish client goals
- Managed and maintained the company hosting environment

REFERENCES

Marcelo Oliveira - Director

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