

SEAN PISANO

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PROFESSIONAL SUMMARY

MarTech and digital strategy leader with two decades of hands-on experience turning data, code, and creativity into growth. I design and scale marketing ecosystems where automation, analytics, and user experience work as one connecting CRM, web, and email platforms into measurable, adaptable systems. A full stack developer fluent in HTML, CSS, JavaScript, PHP, and MySQL, I build frameworks that let brands move faster and smarter. I lead teams that bridge design and development, strategy and execution. My early years in lighting design and live production shaped a deep respect for precision, timing, and creative problem-solving under pressure traits I bring to every campaign and digital transformation project today.

CORE SKILLS

MarTech Strategy | CRM Integration | Marketing Automation | Full-Stack Web Development | Digital Analytics | CMS Management | UX/UI Design | API Architecture | Email Development | SEO/SEM Optimization | Cross-Functional Leadership | Agile Project Management | Lighting Design & Show Programming | Creative Direction | Brand Development | Technical QA | Data Reporting & Insights

TECHNICAL PROFICIENCIES

Languages: HTML, CSS, JavaScript (ES6+), PHP, MySQL, JSON, XML, jQuery, Bootstrap, Sass, LESS

Marketing & Automation Platforms: Salesforce, Pardot, HubSpot, Eloqua, Marketo, Mailchimp, Constant Contact, Campaign Monitor, Stripo, Litmus, Email on Acid

CMS Platforms: WordPress, Adobe Experience Manager (AEM), Sitecore, Kentico, Drupal

Analytics & Optimization: Google Analytics (Universal + GA4), Looker Studio, Tag Manager, SEMrush, Hotjar, Optimizely, DeepCrawl

Design & Creative Tools: Adobe Creative Cloud (Photoshop, Illustrator, Dreamweaver, InDesign, Animate), Figma, Sketch, QuarkXPress, CorelDRAW

Development Tools: VS Code, Sublime Text, Brackets, Git, GitHub, Bitbucket, cPanel, Plesk, PHPMyAdmin, AWS EC2/S3/RDS

Operating Systems: MS-DOS, Windows (3.1–11), macOS (7–Sonoma), Linux (Ubuntu, Debian, CentOS, Red Hat), UNIX, iOS, Android

Lighting & Production Systems: ETC Obsession/Express, Strand 300/500, Avolites Pearl, GrandMA, Hog 500/II, Vectorworks, Lightwright, Yamaha PM Series Mixers, Strong Super Trouper Spotlights

Culinary & Service Tools: Commercial kitchen systems, espresso equipment, POS systems, prep leadership

PROFESSIONAL EXPERIENCE

Sean Pisano Studios / Rogue Pixel Productions: Founder & Marketing Technology Director | Brooklyn, NY | 2025–Present

- Lead MarTech innovation and brand strategy across multiple studio projects including NYCThirst, The Geek Out, and Art For Your Mouth.
- Architect cross-platform marketing automation ecosystems integrating CRM, CMS, and analytics.
- Develop full-stack PHP/JavaScript web applications and advanced WordPress frameworks for clients and internal brands.
- Oversee creative production, digital campaigns, and team operations for integrated marketing delivery.

Tools: HTML, CSS, JavaScript, PHP, WordPress, HubSpot, Salesforce Pardot, GA4, Looker Studio, Stripo, Adobe Creative Cloud, AWS.

FICO (Fair Isaac Corporation): Senior Marketing Technology Specialist | New York, NY | 2022–2024

- Developed and deployed responsive email frameworks and campaign templates in Pardot.
- Created dynamic segmentation and automated lead scoring to enhance campaign performance.
- Implemented tracking and A/B testing initiatives across email and landing page ecosystems.
- Built reports and analytics dashboards to improve insight into conversion metrics and customer journey.

Tools: Pardot, Salesforce, HTML, CSS, JavaScript, PHP, Stripo, Looker Studio, GA4.

Sullivan & Cromwell LLP: Senior Marketing Technology Specialist | New York, NY | 2021–2022

- Oversaw corporate website operations and CMS migration to a headless architecture.
- Designed and implemented automation workflows and analytics dashboards segmented by region.
- Produced client communications, newsletters, and web-based campaigns across multiple markets.

Tools: AEM, Sitecore, Salesforce, Eloqua, HTML, CSS, JavaScript, Power BI, Adobe Analytics.

O2KL Agency: Marketing Technology Director | New York, NY | 2019–2021

- Directed CRM and marketing automation integrations across Salesforce and Pardot.
- Designed WordPress-based campaign microsites and HTML5 animated banner ads.
- Managed cross-functional digital production teams and Agile development cycles.
- Administered AWS environments and CMS performance optimization.

Tools: Pardot, Salesforce, WordPress, PHP, JavaScript, AWS EC2/S3, GitHub, Adobe Creative Suite.

Bernstein Private Client Marketing: Email Developer Consultant | New York, NY | 2018–2019

- Designed branded email templates and landing pages in Pardot.
- Authored comprehensive platform documentation and training materials.
- Maintained and optimized marketing automation flows.

Tools: Pardot, HTML, CSS, JavaScript, Litmus, Chrome DevTools.

ASME (American Society of Mechanical Engineers): Digital Marketing Systems / Web Production Manager | New York, NY | 2012–2018

- Led a global digital team in content production, QA, and web maintenance.
- Managed ServiceNow workflows, CMS optimization, and data-driven reporting.
- Introduced new automation systems to improve content turnaround and workflow visibility.

Tools: Kentico, Drupal, Sitecore, ServiceNow, HTML, CSS, PHP, GA4, Adobe Creative Cloud.

Synergistic Marketing: Web & Print Production Manager | New York, NY | 2011–2012

- Managed development of the firm's first marketing website.
- Oversaw print and digital campaigns for over 300,000 households.
- Coordinated vendor relationships and managed production budgets.

Tools: Adobe InDesign, Photoshop, Dreamweaver, HTML, CSS, Windows XP.

Publishers Clearing House: Web Producer | Port Washington, NY | 2007–2008

- Produced weekly HTML email campaigns and microsites.
- Coordinated creative, legal, and IT teams for approvals and deployment.
- Monitored analytics for conversion performance.

Tools: Dreamweaver, Photoshop, ExactTarget, HTML, CSS, QA environments.

UGO Networks: Web Designer & Developer | New York, NY | 2006–2007

- Refactored table-based HTML layouts into modern CSS/XHTML structures.
- Improved accessibility, performance, and mobile responsiveness.
- Authored internal developer documentation and training guides.

Tools: HTML, CSS, JavaScript, PHP, Flash, CVS, Dreamweaver.

Sapo Entertainment: Co-Founder & Creative Director | New York, NY | 2005–2009

- Led creative production for digital comics and animation.
- Managed technical builds using PHP, HTML, and Flash.
- Oversaw branding and digital marketing for multiple properties.

Tools: Flash MX, Dreamweaver, Photoshop, Illustrator, PHP, MySQL.

Merit Software: Information Systems & Technology Specialist | New York, NY | 2003–2005

- Designed SEO optimized landing pages and PPC campaigns.
- Created a custom online issue resolution system for support teams.
- Aligned web infrastructure with product and marketing initiatives.

Tools: HTML, PHP, IIS, Dreamweaver, Access, Windows XP.

Theatrical and Production Work (1992–2001)

Roles: Electrician, Lighting Board Operator, Deck Electrician, Visual Programmer

Employers: Big Apple Circus, Manhattan Theatre Club, FringeNYC, Westbeth Theatre Center, Chezzam Events, Bentley Meeker, Pseudo, See Factor, Bentley Meeker, Boss Hog, Rock Werchter, Enit Festival, Soundlab, Byzar Collective

- Programmed and operated ETC, Strand, Avolites, and MA consoles.
- Coordinated lighting and sound setups for touring, theatre, and live events.
- Worked with audio and visual systems including Yamaha, Mackie, and Martin lighting.

Tools: ETC Obsession/Express, Avolites Pearl, Strand 500 series, GrandMA, Yamaha Mixers, Mole-Richardson fixtures, Lightwright, Vectorworks, Pro Tools.

Culinary and Hospitality Work (1992–1995)

Roles: Sous Chef, Barista, Bartender, Prep Lead

Employers: Molly's at the Market, Coop's Place, Arnaud's, Toucan Du, Evelyn Restaurant, New York Renaissance Festival

- Managed prep stations and team operations in fast-paced kitchens.
- Developed menu items and ensured quality control and service consistency.
- Delivered customer service in high-volume bar and café environments.

Tools: Hobart mixers, flat-top grills, espresso machines, POS systems, knife prep tools, inventory systems.

EDUCATION AND TRAINING

B.Tech in Communication Design: New York City College of Technology (In Progress)

JavaScript Development: General Assembly (2018)

Front-End Web Development: General Assembly (2017)

JavaScript for Modern Web Development: Learning Tree International (2013)

Communication Skills: Diplomacy, Tact & Credibility: American Management Association (2013)

ADDITIONAL INFORMATION

Graphic Artists Guild Member (since 2003)

Fluent in Adobe Creative Cloud, modern MarTech stacks, and legacy web systems

Experience managing both creative and technical teams from concept to launch

Strong history of hands-on execution across code, design, and infrastructure