SEAN PISANO

597 Grand Ave | Brooklyn, NY
m: 347.725.7116 | sean@seanpisano.com

PROFESSIONAL SUMMARY

Results-driven professional with career-long record of web development, team leadership and develop, and digital marketing management for leading organizations

Proven talent for aligning business strategy and objectives with established marketing development and campaign management paradigms to achieve maximum operational impacts with minimum resource expenditures. Success-focused thought leader with expertise spanning operations optimization, performance assessment, relationship management, strategic planning, web design, web marketing, WordPress design and development, front end development, UX/UI design, SEO and SEM, content strategy, web analytics, promotional print materials, issue resolution, and project management. Exceptionally dedicated professional with keen interpersonal, communication, and organizational skills, as well as code optimization, document and report management, requirement gathering, UI enhancement, and brand development expertise.

PROFESSIONAL EXPERIENCE

SENIOR SPECIALIST - DIGITAL MARKETING | SULLIVAN & CROMWELL, NEW YORK, NY, NOVEMBER 2021
- Manage daily maintenance of the S&C website.
- Optimized the current process for the weekly publishing of the internal Firm-wide newsletter as well as created a seamless process for web form flow/submissions to CRM system.
- Worked closely with leadership to create segmented content performance dashboards by practice areas and regions.
- Developed monthly / weekly firm client memos using the email marketing system.
- Project managed and developed client segmentation reports.
- Worked closely with Associate Director planning the migration from the current CMS to a their new headless CMS.

TECHNOLOGY DIRECTOR | O2KL, NEW YORK, NY, NOVEMBER 2019 TO MAY 2021
- Designed and developed email templates and landing pages for the Pardot and Marketing Cloud automation platforms.
- Developed WordPress site builds that included server side installs for design and testing then site migration to client's live server.
- Project managed and developed HTML 5 animated banner ads and landing page's for delivery to multiple media ad markets.
- Worked with specialists to migrate from Salesforce to Mailchimp for future client marketing endeavors. This included list migration and template conversion.
- Setup and managed company servers including Amazon Web Services (AWS) and LAMP servers.

EMAIL DEVELOPER CONSULTANT | BERNSTEIN PRIVATE CLIENT MARKETING, NEW YORK, NY, SEPTEMBER 2018 TO JULY 2019
- Conducted extensive research and authored a training manual used by the marketing manager for the automated marketing platform Pardot.
- Designed and developed email templates and landing pages for the Pardot marketing automation platform.
- Navigated maintenance of the Pardot marketing automation platform and marketing campaigns that were developed.

DIGITAL MARKETING SYSTEM/WEB PRODUCTION MANAGER | ASME.ORG, NEW YORK, NY, SEPTEMBER 2013 TO JULY 2018
- As team leader, orchestrated the hiring, training, and administration of five producers, designers, video editors, and developers that designed, developed, implemented, and maintained the digital marketing systems.
- Oversaw the design and development of a digital marketing maintenance system through effective utilization of Service Now, resulting in a reduction in the update time on marketing projects and increased our client relationships.
- Administered regular risk assessments and quality assurance reviews.
- Directed all team operations to perform above standard in quality assurance and digital marketing maintenance.
- Conducted the evaluation and assessment of employee performance on a monthly basis, coaching and training accordingly to increase quality of work and employee motivation.
- Wrote yearly reports based on the monthly performances of the team on the digital marketing systems.

WEB PRODUCER | ASME.ORG, NEW YORK, NY, JUNE 2012 TO AUGUST 2013
- Led the development of a process for website maintenance and client communication that was effective and efficient.
- Oversaw the establishment of the first set of interactive elements through utilization of Java.
- Provided project management expertise and drove the design, development, and deployment of the events digital marketing strategy and system. Efforts were awarded with a promotion to manager.

WEB & PRINT PRODUCTION MANAGER | SYNERGISTIC MARKETING, NEW YORK, NY, JANUARY 2011 TO JUNE 2012
- Piloted the design and deployment of a website for marketing and communicating with their magazine and ad clients.
- Created print prototypes for use by the sales team to demonstrate the products available to the clients.
- Spearheaded a team of printers and brand managers to produce products that were distributed to more than 300K individuals worldwide.

WORDPRESS DEVELOPMENT CONSULTANT | UNIVERSITY LANGUAGE SERVICES, NEW YORK,NY, AUGUST 2008 TO NOVEMBER 2008
- Executed the overhauling of WordPress CMS templated, updating them to be SEO and SEM friendly.
- Handled the creation of landing pages that successfully promoted the products.
- Conducted the coding of ESP friendly HTML Emails from graphic designer's wireframes for their digital marketing.

WEB DESIGNER/PRODUCER | PUBLISHERS CLEARING HOUSE, LONG ISLAND, NY, SEPTEMBER 2007 TO SEPTEMBER 2008
- Oversaw the design of emails and corresponding landing pages for their weekly digital marketing.
- Partnered with copywriters, designers, lawyers, photographers, and developers to project manage the approval of each email and landing page.
- Sent approved emails and corresponding landing pages, tracking and reporting on conversions and sales.

WEB DESIGN & DEVELOPMENT | UGO NETWORKS, NEW YORK, NY, SEPTEMBER 2006 TO SEPTEMBER 2007
- Directed operations of a team of four developers to convert older HTML table-based pages to new HTML/CSS design.
- Oversaw the adaption of all Flash-based web elements to HTML/CSS/JavaScript.
- Wrote job descriptions and authored a training manual for the new website update and maintenance process.

GRAPHIC/WEB DESIGN & DEVELOPMENT | SEAN PISANO, NEW YORK, NY, DECEMBER 2005 TO SEPTEMBER 2006
- Closely collaborated with over forty clients to design, develop, and deploy their digital marketing systems.
- Created and developed training manuals to update and maintain their digital marketing systems.
- Administered, updated, and maintained clients' digital marketing campaigns and digital marketing systems.

INFORMATION SYSTEMS AND TECHNOLOGY SPECIALIST | MERIT SOFTWARE, NEW YORK, NY, NOVEMBER 2003 TO NOVEMBER 2005
- Charted the creation and maintenance of SEO landing pages and their SEM pay-per-click advertising.
- Led the development of an issue resolution forum for customer communication and information exchange.

EDUCATION AND CREDENTIALS

BACHELOR OF TECHNOLOGY IN COMMUNICATION DESIGN, IN PROGRESS; *New York City College of Technology, New York, New York*
JAVASCRIPT DEVELOPMENT, MAY 15 2018 TO JULY 19 2018; *General Assembly*
FRONT-END WEB DEVELOPMENT, MARCH 6 2017 TO MAY 10 2017; *General Assembly*
JAVASCRIPT FOR MODERN WEB DEVELOPMENT, DECEMBER 2013; *Learning Tree Education in Progress*
HOW TO COMMUNICATE WITH DIPLOMACY, TACT, AND CREDIBILITY, OCTOBER 2013; *AMA (American Management Association)*

DIGITAL MARKETING SYSTEMS

- **Content Management System (CMS):** WordPress & Kentico
- **Customer Relationship Management (CRM):** Salesforce, HubSpot, Zoho, monday.com
- **Marketing Automation Platforms (MAP):** Pardot, Marketing Cloud (ExactTarget), Aurea (Lyris), HubSpot, Mailchimp, Constant Contact, Campaign Monitor
- **Marketing Tools & Services:** Litmus, DeepCrawl, Forecheck, Raven Tools, Optimizely, MOZ, Google Analytics
- **IT Service Management:** ServiceNow

TECHNICAL EXPERTISE

- **Stack:** (LAMP) - Linux, Apache, MySQL, PHP
- **FrontEnd Languages:** HTML 4/5, CSS 2/3 & Javascript
- **Tool Kits / Libraries / Frameworks:** jQuery, Sass, LESS, Bootstrap, Masonry, ModalBox, Toastr, Animate.css & Font Awesome
- **BackEnd Languages:** PHP & MySQL
- **Web Debug Tools:** Mozilla Firebug (debugger), Chrome developer tools
- **Versioning and other tools:** Git, Github, Bitbucket, Jira
- **Software/Tools:** Sublime Text, Notepad++, Brackets, Filezilla, Gimp, Inkscape, PuTTy, WinSCP, Adobe Creative Suite: Flash, Photoshop, Illustrator, Acrobat, Dreamweaver, Premiere, and Audition, Microsoft Office, Jira, SVN, GIT, CVS, Listrak, Mailchimp, Google Analytics, Adwords, Adsense, Linux, Windows

CLIENTS

A1A Printing, Accredited Language Services, All-ways Forwarding, Amethyst Artisan, AnimAction, Brother Earth, Bruckner Arts and Antique District, Cafe Petite Crevette, Casa Cultural Puertorriqueña, CBC Media, Development Without Limits, East 138th Street Shopping District, Educational Networks, Federacion Hispana De Futbol, Fun and Family, House of Artful Expression, Latitude Bar & Lounge, Legal Language

Services, MetLife Foundation, MicroBin INC, Newline, Ondecuko, PB Bridal, Penny House Café, SOBRO, Social Bar: Grill & Lounge, Strang Cancer Prevention Center, Systems Defined, TASC (The After School Corporation), The Afro Electro 5 Piece, The Center for Leadership and Workforce Development, Trackdocs, Winona County, Minnesota Old Settlers' Association, Wolin Wellness Center

SOCIAL NETWORKS/PROFILES	PROJECT EXPERIENCE

GitHub: https://github.com/seanpisano
LinkedIn: https://www.linkedin.com/in/seanpisano/
Twitter: https://twitter.com/seanpisano
Facebook: https://www.facebook.com/sean.pisano.10
Instagram: https://www.instagram.com/theseanpisano/

- NYCThirst
- Sapo Entertainment
- The Skin You're In
- The World of Cottonfluff Hollow
- MegMan
- Alien Visitor Records