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# Dani Amsalem

Front-end dev and expert in process documentation encouraging scale and growth.

## EXPERTISE

Front-end Development  
Custom WordPress Themes  
Responsive Design  
Process Documentation

## SKILLS

HTML	●	●	●	●	●
Bootstrap	●	●	●	●	●
CSS	●	●	●	●	○
SASS	●	●	●	○	○
JavaScript	●	●	●	●	○
GIT	●	●	●	○	○
WordPress	●	●	●	●	○

## ADDITIONAL SKILLS

Photoshop	●	●	●	○	○
Illustrator	●	●	●	○	○
Affinity Designer	●	●	●	●	○

### Software Development Life Cycle:

Scrum Framework  
Agile Methodology

### Object Oriented Programming:

C#, .NET and ASP.NET

### Database Skills

SQL and T-SQL

### Editors & IDEs

Atom  
Dreamweaver  
Visual Studio Code  
Visual Studio

## EXPERIENCE

### Web Developer

Pulse Creative — 2019 to Now

- Designed custom Wordpress themes and CMSed pages for easy editing
- Delivered a responsive web design course to a graphic design team resulting in an 80% improvement in mobile-friendly web designs
- Implemented walkthroughs for routine web tasks turning them over to interns
- Initiated and enacted web annotation software improving the speed of company communications by 50% and saving dozens of wasted hours
- Established and on-boarded web team to Asana, project management software

### Full Stack Developer Internship

Prosper I/T Consulting — 2019

- Built back-end scheduling software web app for tracking employee hours
- Used the Agile/scrum methodology and Azure DevOps/TFS
- Applied C#, SQL, HTML/CSS to build both the front-end and back-end

### Personnel Director

The Tech Academy — 2018

- Recruited, trained, and on-boarded new staff for a variety of roles
- Wrote and revised company policies
- Optimized the on-boarding process increasing efficiency by 200%

### Interviewer & Co-Author

Crypto101 Podcast — 2017 to 2018

- Co-hosted and interviewed cryptocurrency influencers on the podcast
- Co-authored Johnny's Guide to Cryptocurrency available on Amazon

### E-commerce Project Manager

AMZ Club — 2017 to 2018

- Designed several e-commerce websites
- Simultaneously managed a handful of e-commerce brands
- Composed dozens of Standard Operating Procedures fostering team independence with remote employees

### Amazon Merchant Account Manager

Fury Fitness — 2016 to 2017

- Researched, developed, and sourced products internationally
- Synchronized product launch strategies resulting in top Amazon listings.
- Formulated and maintained successful advertising campaigns driving tens of thousands of dollars in sales.

### Marketing Manager

Tile Plus — 2015 to 2016

- Designed and optimized the entire web presence including the website
- Created a successful lead generation funnel doubling the incoming leads

### Stud Welding Supervisor

SILICON Rapid Arc Welding — 2012 to 2015

- Supervised crews of over a dozen stud welders in oil refineries
- Coordinated metallurgical tests across refineries
- Wrote training documents simplifying routine maintenance work by 2X

## EDUCATION

### Certification:

Software Developer  
The Tech Academy

Complete Cybersecurity Course Vol I  
StationX Cyber Security

### Associates in Applied Science:

Business Administration  
Hubbard College of Administration

## PROJECTS

### A&M Property Investments [View Live Site](#)

-HTML, CSS, PHP, WordPress-

Coded out 6 WordPress micro-sites based on PSDs properties across the country. Hard-coded the portfolio landing page to be compatible with existing site.

### Courtyard Farms [View Live Site](#)

-HTML, SASS, PHP, JS-

Developed a very large, custom WordPress theme based on Sketch files. Custom Lity Lightbox and Slick Slider JS library for added functionality.

### PowerPlay [View Live Site](#)

-HTML, SASS, PHP, JS-

Built out a custom WordPress template pages and content. Customized Slick Slider JS and Lity Lightbox JS libraries for custom functionality.

### Persistent Systems [View Live Site](#)

-HTML, CSS, PHP-

Incorporated PHPMailer library for built-in emailing functionality. Updated content and styling of various pages.

### TaxandToday [View Live Site](#)

-HTML, CSS, WordPress-

Updated web content and templates for a revitalized web experience.

### A&M Capital [View Live Site](#)

-HTML, CSS, WordPress-

Improved copy and media for an improved site design.

### A&M Global Transaction Advisory Group [View Live Site](#)

-HTML, CSS, PHP, WordPress-

Refreshed online content for SEO purposes.

### Decryptionary [View Live Site](#)

-HTML, CSS, WordPress-

Created the simplest Bitcoin and blockchain dictionary with hundreds of entries, a variety of visual walkthroughs and more.

### Catch of the Day [View Live Site](#) [View Github Source](#)

-HTML, CSS, JavaScript, React.JS, Firebase-

Developed a seafood market web-app built with authentication, web sockets, URL routing, and global variables using State for real-time updates.

### Tile Plus [View Live Site](#)

-WYSIWYG Editor-

Modeled a website after leading competitors which funneled traffic into lead generation forms. The system has actively generated leads on an ongoing basis.

### Gate Pro [View Live Site](#)

-WordPress-

Constructed a simple website for a small business based in NYC. Provides lead generation and basic brand information.

### Insurance Quote App [View Github Source](#)

-HTML, CSS, C#, ASP.NET, MVC, SQL -

A database-first ASP.NET, MVC project using Entities Framework that collects customer information and generates an insurance quote.