

## Summary

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Seasoned developer with over 16 years of hands on experience creating dynamic user interfaces, templating schemes, style libraries, and reusable code modules. Well versed in all stages of the development cycle with a proven ability to translate intricate creatives into fully functional websites and applications.

### Skills

- Front-End Development
- WordPress Development
- Web Design
- Graphic Design
- SEO & SEM

### Technologies

- HTML5
- CSS, SASS
- JavaScript
- jQuery
- AngularJS
- Bootstrap
- PHP

### Software

- Adobe Creative Suite
- Veeva iRep
- Sublime Text
- WordPress
- Sitecore
- Git

## Professional Experience

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### ***Front-End Engineer (Contract)***

Saatchi & Saatchi Wellness

November 2017

New York, NY

- Created a custom JavaScript interaction tracking and analytics module
- Refactored legacy jQuery snippets into a modular vanilla JavaScript codebase
- Debugged HTML emails to optimize rendering across mail clients

### ***Senior Front-End Developer***

TBWAWorldHealth

October 2013 – October 2017

New York, NY

- Led web development projects for Merck, Gilead, and Bayer
- Developed CSS grid systems to add responsiveness to existing sites
- Created Bootstrap based site templates with SASS libraries
- Developed single page applications using AngularJS
- Integrated front-end code into Sitecore CMS
- Developed and administered Veeva iRep applications

### ***Senior Front-End Developer (Contract)***

InterMedia Outdoors, Inc.

July 2013 – October 2013

New York, NY

- Created custom WordPress plugins with JavaScript/jQuery powered UIs for deployment across a network of high traffic websites including GunsAndAmmo.com and TheSportsmanChannel.com
- Developed a responsive image gallery plugin with integrated advertisement, social media, and user post feeds
- Created a series of content management plugins to enhance the editorial workflow within WordPress
- Collaborated with the Digital Development Director to scope multiple development projects

### ***Lead Web Developer***

Media Consultants, LLC

August 2012 – July 2013

Bloomfield, NJ

- Developed custom WordPress themes for multiple SMB clients
- Added dynamic product management capabilities to existing websites by converting them to WordPress
- Developed custom WordPress administrative UIs tailored to clients' business needs
- Managed production of all web design and development projects. Interfaced directly with client principals to ascertain project needs, define project scope and create proposals.

**Senior Web Designer & Developer (Contract)**

Evans Alliance, LLC

December 2011 – May 2012

Wharton, NJ

- Conceptualized, designed, and developed websites for medium sized businesses in various sectors. Daily tasks included wire framing, conceptual design, UI design, and development.
- Redesigned and converted static HTML websites into dynamic WordPress driven sites with a high level of back-end customization for enhanced content management capabilities.
- Managed junior web designer and content writer to insure the most judicious use of agency resources and meet production deadlines
- Acted as the agency's client liaison for web design, web development, and online marketing initiatives. Collaborated with the president to translate client goals into technical requirements to determine project scope, schedule, and budget.

**Freelance Web Designer & Developer**

Salah Studios, a Sole Proprietorship

February 2009 – December 2011

South Orange, NJ

As a sole proprietor I've created websites, Flash apps, and SEO campaigns for small to mid-size businesses in a wide range of industries. I've worked directly with business owners to define the goal of their online presence and help bring it to fruition.

**New Media Designer & Developer**

Raskin Associates, Inc.

April 2004 – January 2009

Millburn, NJ

- Created a Flash based rich media platform known as Presentation-on-Demand boosting custom modules for e-learning, training, and promotional apps used by clients such as Novartis, ERA Real Estate, and Pfizer
- Designed and developed internal websites for Fortune 500 clients to support live events produced by the agency
- Created 3D staging concept models as well as 3D animations for corporate events
- Created corporate event media including logos and large form print media.

**Web Designer & Developer**

Digital Media Solutions, Inc.

September 2000 – March 2004

Kenvil, NJ

- Designed and developed websites for small to mid sized organizations
- Designed user interfaces for Flash and Director based CD-ROM and kiosk applications
- Developed Flash based online e-learning applications

**Education**

County College of Morris  
New Media Technology Major

September 2001– 2002  
Randolph, NJ