

OSCAR CRISANTO

Senior Web Developer & Software Engineer | Digital Marketing Expert Specializing in Digital, Web & Email Content | Proficient in Several Programming Languages, Responsive Web Design & Analytics

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SUMMARY

Experienced Web Developer and Marketing Specialist with 12+ years of experience in crafting compelling digital experiences and driving successful marketing campaigns. Armed with expertise in CSS, HTML, JavaScript, and proficiency in diverse marketing platforms. Demonstrated ability to lead cross-functional teams, oversee project lifecycles from ideation to implementation, and consistently deliver high-impact solutions. Known for optimizing user journeys, enhancing engagement metrics, and achieving tangible business outcomes. Ready to bring a unique blend of technical proficiency and marketing acumen to elevate your organization's marketing efforts and drive sustained growth.

KEY COMPETENCIES

- Digital Marketing
- Search Engine Optimization (SEO)
- Content Marketing
- Email Marketing
- Web Design
- Project Management
- Web Development
- Agile & Scrum Methodologies
- UI/UX Design
- Performance Optimization
- A/B Testing
- Team Collaboration
- Programming Languages
- Software Development Life Cycle
- Debugging & Troubleshooting
- Database Management
- Code Reviews
- Customer Relationship Management

Web Development Tools: CSS, HTML, jQuery, JavaScript, Ajax, PHP, Less, Sass, UI, UX, Tailwind, Bootstrap, Foundation, Skeleton, Liquid.

Version Control & Development Tools: Git, Git Bash, Bitbucket, VScode, Visual Studio 2022, CI/CD Pipeline, Azure DevOps, Jira, Confluence, MySQL Workbench

Design & Marketing Tools: Figma, Sketch, Photoshop, Illustrator, Adobe Dreamweaver (DW), InDesign, Adobe XD, HubSpot, Google Analytics, Ahref, SEMRush, Screaming Frog, Salesforce, Mailchimp, Pardot

PROFESSIONAL EXPERIENCE

HAIRMAX

Web Developer - Shopify Programmer

FORT LAUDERDALE, FL

April 2024 – December 2024

- Worked extensively with Liquid, HTML, CSS, and JavaScript to develop responsive, custom Shopify themes.
- Utilized CSS Media Queries to ensure mobile optimization and seamless performance across devices.
- Integrated interactive features and optimized user experience, contributing to increased customer engagement and conversions.
- Delivered visually appealing, user-friendly interfaces aligned with the brand's goals, leading to a notable increase in sales due to web upgrades.
- Applied website optimization techniques, driving improvements in user experience, engagement, and conversion.

YMCA OF SOUTH FLORIDA

Web, Email, and SEO Marketing Director

FORT LAUDERDALE, FL

Jul 2023 – Apr 2024

- Spearheaded email marketing campaigns utilizing Mailchimp, Salesforce, and Pardot, from design to code completion, implementing analytics, A/B testing, drip campaigns, and follow-up sequences.
- Oversaw project delegation encompassing design, website optimization, and development, ensuring alignment with marketing objectives and brand standards.
- Managed Google Analytics, SEO ranking, on-page and off-page optimization, keywords, and all facets of Google Tag, SEMrush, HubSpot, Ahrefs, optimizing website structure, speed, banners, and social media analytics.
- Launched paid ads and social media campaigns, leveraging data-driven insights to optimize performance and ROI.
- Applied website optimization techniques, driving improvements in user experience, engagement, and conversion rates.

SHIFT4SHOP

Software Engineer II

UNITED STATES

Jan 2019 – Jul 2023

- Contributed to the development and testing of new features for Shift4Shop's flagship SaaS application, collaborating with senior engineers in an agile/scrum environment.
- Wrote clean and efficient codebase using jQuery, JavaScript, HTML5, and CSS, adhering to best practices.

- Demonstrated proficiency in cloud platforms like Microsoft Azure and container application development processes, applying expertise in analysis, design, development, and quality assurance.
- Utilized SDLC methodologies and CI/CD practices, along with tools such as Git, Git Bash, and MySQL Workbench.
- Employed Figma and Photoshop for UI/UX analysis and design, enhancing user experience and interface aesthetics

Web Developer

Mar 2014 – Aug 2017

- Leveraged jQuery, HTML5, CSS3, Bootstrap, JavaScript, and other scripting languages to enhance user experience.
- Implemented HTML5 video and developed frames compatible with 3dcart software variables and standard applications.
- Managed and executed email blasts, ensuring responsive email design from conception to delivery

LIFE EXTENSION

FORT LAUDERDALE, FL

Web Developer & Email Marketing Manager

Aug 2017 – Oct 2018

- Played a dual role in web development and email marketing, spearheading the creation of email designs and coding from scratch, alongside graphic development for diverse media channels.
- Oversaw personnel, projects, and tasks, collaborating with Product Owners (POs) and Project Managers (PMs).
- Utilized Workfront CMS and Sitecore to facilitate timely updates to website framework and email campaigns.

PAPER STREET

FORT LAUDERDALE, FL

Web Developer

Aug 2013 – Feb 2014

- Implemented site updates using PHP, WordPress, HTML5, media queries, and responsive frameworks.
- Developed website themes using in-house CMS, utilizing PHP and Bootstrap to create appealing and functional designs.
- Worked with the SEO team on projects involving SEO tags, meta tags, and keyword search optimization.

LAKEVIEW HEALTH

FORT LAUDERDALE, FL

PHP Front End Developer

Feb 2013 – Aug 2013

- Created responsive websites and frameworks, employing Media Queries, UI design, and advertising revenue strategies.
- Engineered a statistic system to track the effectiveness of brand strategy initiatives, enabling data-driven decision-making.
- Utilized HTML5, CSS3, and jQuery plugins to implement UI enhancements and optimize website.

DESTINATION REWARDS

FORT LAUDERDALE, FL

Front End Developer

Oct 2011 – Feb 2013

- Coordinated with Master Developer and team to enhance UI and UX using JavaScript, jQuery, and JavaScript libraries, leveraging HTML5, CSS3, and IDE tools like MyEclipse.
- Utilized Agile methodologies to ensure efficient project delivery, involving stakeholders and Scrum Masters.

ZIMMERMAN ADVERTISING

FORT LAUDERDALE, FL

Web Designer

Oct 2010 – Apr 2011

- Supported the Creative Lead Developer in creating E-blast mail campaigns, marketing materials, and flash banners.
- Contributed to web integration, including MySQL and mail contact forms, while implementing Flash and AS3 and AS2.

FOR LIFE PRODUCTS

FORT LAUDERDALE, FL

Web Master

Oct 2009 – Oct 2010

- Headed SEO, SEM, and PPC efforts, developing Direct Response websites and utilizing Affiliate Programs, Google AdWords, and PPC Campaigns.
- Executed website optimization strategies, including on-page and off-page optimization, backlink creation, and design enhancements using Photoshop and Illustrator.

WEB LADY BUG

FORT LAUDERDALE, FL

Web Developer

May 2009 – Oct 2009

- Participated in web development, creating wireframes and applications using AS2 and AS3, XHTML, Ajax, and PHP.

DYNAMIX UNIFIED SOLUTIONS

FORT LAUDERDALE, FL

Web Designer

Feb 2008 – Apr 2009

- Assisted the Creative Director in developing templates, graphics, and logos for various projects, ensuring the success of each project through graphic design expertise and interactive software.

EDUCATION

ART INSTITUTE OF FORT LAUDERDALE <i>Bachelor's Degree, Web Design and Interactive Media</i>	2012
ART INSTITUTE OF FORT LAUDERDALE <i>Associate's Degree, Web Design and Interactive Media</i>	2008
SHERIDAN TECHNICAL SCHOOL <i>Certificate, Web Design</i>	2006