



## DANIEL R SANTOLI

santoli.dan@gmail.com | 330.998.4902  
325 Evelyn Ave, Seven Hills, Ohio 44131

website: santoliportfolio.com



### EDUCATION

University of Dayton - May 2009  
BFA in Visual Communication Design

### INTERNSHIP

Cox Ohio Media Publishing - May 2008 - August 2008

### MISSION:

Seeking to bring over 16 years of web development, UX design and technical problem solving to your company while utilizing my expertise in marketing, analytics and communication.

### TECHNICAL ABILITIES:

- Expert Front-End developer efficient with HTML5, CSS3, Bootstrap, Tailwind and Javascript.
- UX Designer with mastery of Adobe XD, Photoshop, Illustrator and Figma for all prototyping, wireframing, WCAG Accessibility and successful user experience.
- Extensive knowledge of modern CMS platforms & frameworks including WordPress, Kentico, Wix, Sharepoint, Cosomedia, Gravity Forms, Elementor, Colibri and MS Sharepoint.
- An excellent understanding of modern software such as Salesforce, JIRA, Pardot, Confluence, Wrike, VS Code, Github, MS Office, Slack, Workforce, SEMRush, MS Teams, Zoom and Trello.
- Proficient with Google Analytics, Data layers, GTM and analyzing data to optimize websites for better conversions.
- Efficient with modern Usability Testing software including: Optimize360, Decibel, A/B Tasty and Crazy Egg.
- Trained on CRM systems and how to connect data-streams from lead generated conversions.

### PROFESSIONAL ABILITIES:

- A firm believer that communication is the backbone of any process. I am energetic, creative, engaging and enjoy participating in office culture.
- I have a great ability to lead conversations, whiteboard, stay organized and plan with proper expectations set.
- I'm always active with professional development that include attending conferences, assessment tests ( DISC & Clifton ), staying abreast on software and always listening.
- Extensive Marketing knowledge that involve teams such as: UX Design, Development, WordPress, CRO, User Testing, SEO and Analytics.

### EXPERIENCE:

**Keene Building Inc.:** Oct 2023 - July 2024

- Lead Web Designer and Developer in charge of handling client calls and accommodating daily updates.
- Redesigned, updated and rebuilt multiple websites that were outdated in technology and content.
- Conceptualized and designed a new corporate website, focusing on user experience and generating leads.
- Oversaw all hosting, DNS, security and HTML Email marketing needs.
- Streamlined web forms with correct end-points, into Salesforce and assisting in data analysis.



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### EXPERIENCE CONTINUED

#### Leaf Home: May 2022 - March 2023 ( Contract )

- Developed and tested modern landing pages with emphasis on conversion rate and page performance.
- Improved overall landing page performance team efforts reducing page load times 450% on average and increasing conversion percentage by 30+% per channel.
- Led conversion rate optimization initiatives through data-driven analysis, best practices and the creation of an internal hypothesis library.
- Handled site migrations, DNS configuration and supported all Content Writers in technical abilities as well as onboarding training for WordPress.

#### OverDrive: July 2015 - February 2022

- Lead webmaster and UX designer of 12+ marketing, sales, discussion boards, events landing pages and career websites.
- Designed, produced and presented website layouts, usability tactics and mock-ups for Marketing campaigns, customer facing websites and branding of those campaigns.
- Lead initiatives and strategies that significantly increased sales, traffic, domain authority, user base and conversions.
- Worked with Data Analysis to perform A/B tests to ensure optimal conversions and personalization.

#### Contempo Communications: March 2015 - June 2016 ( Contract / Freelance )

- Designed and developed fully functional, responsive WordPress websites.
- Created and wrote HTML emails with modern standards in multiple languages.

#### Virginia Marçi College of Art and Design: June 2014 - June 2015

- College professor that instructs students on advanced web design / development techniques and taught modern responsive applications.
- Wrote a curriculum for Bootstrap and responsive web design and graphic design.

#### Realeflow: February 2014 - July 2014 ( Contract / Freelance )

- Developed full websites utilizing modern responsive techniques in tandem with Umbraco.
- Structured and skinned apps and integrated markup into the app for functional UI.

#### NAS Recruitment Communications: May 2012 - Jan 2014

- Designed and developed career websites that were mobile responsive.
- Lead designer / front-end developer and layout expert for all job candidate apps.
- Created and designed print collateral such as advertisements and trade show displays.
- Designed and developed HTML emails.
- Worked with prestigious brands such as: Chrysler, Taco Bell, KFC, Chili's and St. Jude's Hospital.

#### AspDotNetStorefront: February 2010 - May 2010 ( Company closed )

- Created web graphics, banners and promotions for e-commerce websites.
- Built and designed an extensive library of website templates for e-commerce websites.