

Daniel Roman

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SOFTWARE DEVELOPER

Currently seeking an opportunity to be of significant value to the right organization, expand my knowledge and experience base, and allow for greater professional growth in software development. Former digital marketing specialist with more than five years' experience in fast-paced, diverse business environments including consulting and healthcare. Recognized for being both a strategist and a doer. Committed to driving business growth, including exceeding goals for patient acquisition in my former healthcare role as well as multiplying client billings in my former consulting role, for major names such as U.S. Cellular, Huntington National Bank, DirectEnergy and others. Cited for having an unusually strong commitment to customer service and a strong ability to solve problems creatively. Willing to relocate.

TECHNICAL INVENTORY

C# • .NET Core • Active Server Pages / ASP.net • JavaScript • Flexbox • MVC • HTML • CSS • Grid • TDD • Agile (Scrum) • Object Oriented Programming (OOP) • AJAX • JSON • React • Restful APIs • Responsive Design / Mobile • Structured Query Language (SQL) • Relational Databases / MS SQL • Source Control / GitHub

INDUSTRY EXPERIENCE

We Can Code IT, Cleveland, OH

Software Development Student, 2020

Engaged in a full-time, 5-star-rated coding boot camp, learning agile full-stack software development from expert instructors and intensive hands-on projects. Planned, designed, and developed professionally programmed applications in collaborative team-based and independent settings, demonstrating the proficiency to earn Software Development Certificate.

[GitHub Profile](https://github.com/droman21): <https://github.com/droman21>

Project 1: Virtual Pet Shelter

C#, Source Control/GitHub, TDD, Object Oriented Programming

Project 2: Donut Multiplier Game

HTML, CSS, Source Control/GitHub

EXPERIENCE HIGHLIGHTS

Aztek - Cleveland, Ohio

Digital Marketing Manager, Aug 2019 - Jan 2020

- Pitched prospective clients on the business value-adds of web marketing and how Aztek is positioned to effectively deliver those solutions
- Work collaboratively with web development, paid search, and marketing automation teams to deliver complex projects in a timely manner
- Maintain an on-going knowledge of and execute search engine optimization (SEO) strategies to reach targeted audience segments for high intent search engine keyword traffic
- Analyze and draw impactful conclusions from real-time marketing automation reporting and analytical data sets
- Develop meaningful reporting layouts for clients to intuitively monitor their active marketing automation performance metrics and trends

HealthSource, Inc. - Avon, Ohio

Digital/Social Media Manager, Aug 2018-Aug 2019

- Developed and executed marketing that communicated the unique value proposition to consumers
- Created and execute social media campaigns which drastically improved SEO rankings
- Managed all digital programs and strategies to optimize revenue and customer satisfaction
- Work collaboratively with digital and social media partner agencies
- Oversee maintenance and updates to websites
- Develop best practices and standards to build consumer engagement on social networks

Brandmuscle - Cleveland, Ohio

Associate Manager, March 2015-Aug 2018

- Client service lead on two major accounts and support three others
- Managed accounts with digital focus running campaigns with display, paid search, social media, and web applications such as geo-fencing
- Managed dozens of projects for cross-office clients across multiple Brandmuscle locations

- Developed a new digital content management platform that allowed client to centralize and control the localized branded web presence of its agents across the country

Brandmuscle - Cleveland, Ohio

Account Executive, March 2014-March 2015

- Began supporting Associate Manager on three national accounts
- Processed creative ad templates, supported end-users, tested base software code, and maintained website
- Advanced to leadership role in client service to help grow the media team to more efficiently and effectively deliver ad buys

Charles E. Boyk Law Offices LLC - Toledo, Ohio

Marketing Specialist, July 2013-March 2014

- Managed law firm's web presence including blog content publishing
- Distributed promotional materials and developed marketing concepts to support growing segments of business

Toledo Blade Newspaper - Toledo, Ohio

Freelance Columnist-College Topics, May 2010-June 2012

- Wrote opinion pieces, providing a student perspective on events and happenings throughout Northwest Ohio and at The University of Toledo.

EDUCATION & TRAINING

We Can Code IT

Certificate of Software Development, 2020

The University of Toledo

BA, Business Administration Degree-Marketing, 2014