

Domenic Mastronardi

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Profile

A creative and well-organized Web Developer and New Media Professional with excellent experience in web development, graphic design, social media and push notifications. Collaborates well with teams to take projects from initial concepts and designs to completion. Strong attention to detail and the ability to manage multiple tasks and tight deadlines with confidence and ease. Excellent communication and teamwork skills. Enjoys working as part of a multi-functional team with Designers, Copywriters, Developers, and Account Managers. Passionate about effectively communicating relevant and personalized messages to customers.

Technical Skills:

Design: Sketch, Adobe Creative Cloud, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Premiere Pro, Adobe Edge Animate, Adobe Professional, Adobe Dreamweaver, Email Design, Responsive Design and Design Production.

Content Management Systems: Adobe Experience Manager, Contentful, Salesforce, Rover, Hootsuite, WordPress/Divi, Xaxis, ATG, Microsoft Visual Studio, Monarch Social Media, Bloom Email Opt-in, Google Ad Words, WCAG 2.0 (Web Accessibility), and SEO(Search Engine Optimization).

Social Media Experience: Executed Facebook, Twitter and Instagram Ad Posts (Organic and Paid) Budgets in excess of \$50,000 per project. Developed and posted campaigns from start to finish. Provided support documentation on Best Practices when executing Social Media and Digital Marketing Posts. Managed and updated the Air Miles Facebook, Instagram, Twitter and YouTube and pages.

Programming: HTML, HTML5, JavaScript, jQuery, XML, CSS 3/LESS/SASS, Bootstrap and CSS Grid frameworks.

Business Productivity and Management Software: MS Access, Microsoft Office, Word, Excel, PowerPoint, Access, Project, Adobe Acrobat Pro, TimeWizard, LiveLink, Campaign Central.

Professional Experience:

Freelance - June 2019 – Till Present

Web Developer and New Media Professional

- Provided clients with solutions to increase Email Conversions, SEO and Sales.
- Created and Edited HTML, HTML5, JavaScript, jQuery, and CSS3/LESS/SASS, Bootstrap and CSS Grid frameworks to client specifications.
- Provided Analytical reporting using Adobe Experience Manager and Google Analytics.
- Published Social Media Ad Posts, both Paid and Organic to Facebook, Twitter and Instagram.
- Published content using the following Content Management Systems: Adobe Experience Manager, WordPress, and Divi Wordpress.
- Increased Email Optin Using Bloom and Social Media Exposure with Monarch.
- Clients include [ONRCX](#), [Mary Jean Keany - Anamika Design](#), [Brilia Air Heating and Cooling Inc.](#) and [WhitePlace Painting](#)

Air Miles Canada - May 2011 – June 2019
Senior Publisher/Senior Web Developer

(Clients: BMO Bank, American Express, Shell, LCBO, Sobeys, IGA, Metro, Staples, HBC, Rona, Rexall)

Developed, designed and published content using a variety of Content Management Systems for the Airmiles.ca and Airmilesshops.ca websites with a user base of 11 million collectors, with clients such as: BMO, American Express, Shell, LCBO, Sobeys, IGA, Metro, Staples, HBC, Rona and Rexall.

- Created and Edited HTML, HTML5, JavaScript, jQuery, CSS3 CSS3/LESS/SASS, Bootstrap and CSS Grid frameworks to client specifications using various applications which improved project efficiencies.
- Provided web and social analytical reporting using Adobe Experience Manager and Google Analytics.
- Published content using the following Content Management Systems: Adobe Experience Manager, Contentful, Rover, Hootsuite, WordPress, Xaxis, and ATG.
- Integrated Web Content Accessibility Standards (WCAG 2.0) in all projects.
- Created training manuals and Best Practices documents.
- Responsible for the majority of Air Miles Push Notifications from 2016 to 2019 for 3 million collectors.
 - Created HTML and Push templates on the Rover Push notification tool.
 - Sent out 2 to 3 Push campaigns a week to a user base of 3 million people Canada wide.
 - Redesigned the push notification process, increasing the Push Notification open rate by 30% and increased time spent on Air Miles App by 22%.
- Advanced the brand through Email, Social, Web, SEO and Marketing Automation.
- Published Social Media Ad Posts, both Paid and Organic to Facebook, Twitter and Instagram.
- Created and published ad content for major projects each valued at over a million dollars. These were important to the Air Miles Reward Program in securing new collectors. Projects included: “Shop the Block”, “Mega Miles”, “Offer Hub” and “Detour”.
- Launched a campaign that allowed the Air Miles Canada Facebook page to reach 1 million followers.
- Responsible for the Community Management of Air Miles Canada, Facebook, Youtube and Twitter pages.
- Using SEO Increased organic traffic with 43% and reduced bounce rate with 22%
- Subject Matter expert for Social Media Ad execution, guiding the Creative Team on publishing.
- Created Email templates, based off creative production files and story boards for the email deployment team.
- Experienced with both Agile and Scrum project delivery methods.

Short Term contracts:

Maritz Canada: Web Designer (April 2011 – May 2011) Created Flash Training Modules for Blackberry

Draft FCB: Web Designer (Jan 2011 – March 2011) Developed Flash Banners for TD Bank Canada Trust and Canada Post

Remedy Communications: Web Designer (Sept 2010 – Nov 2010) Military Training Website Modifications

Trimark Sportswear Canada - Nov 2008 – Sept 2010

Webmaster

- Maintained the Trimarksportswear.com and Elevatesport.ca websites– Official Apparel provider for the 2010 Olympic Games, and all other co-branded sites.
- Developed Blast Emails and created Best Practices Documents which resulted in an increase of email open rates by 20%.
- Managed a team of graphic designers and developers to create projects that adhered to the website specifications.
- Through SEO I positioned website in a competitive niche at top 5 for 20+ high volume keywords
- Created flash animated intros and ad material which were showcased on national Television commercials during the 2010 Olympic Games.
- Created and Edited HTML, HTML5, JavaScript, jQuery, and CSS3
- Integrated Web Content Accessibility Standards mWCAG in all projects.
- Published content using the following Content Management Systems : WordPress and FD4

Short Term contracts:

Maritz Canada - Aug 2008 – Nov 2008 (4 month contract)

Flash and XML Front End Developer

- Created and produced RIM BlackBerry Salesforce training courses. Flash Animation, Flash Development, XML coding.
- Image manipulation with Photoshop and Illustrator.
- Created and Edited HTML, HTML5, JavaScript, jQuery, and CSS3

Random House Canada - Jan 2008 – June 2008 (6 month contract)

Web Production Specialist

- Maintained RandomHouse.ca, BookClub.ca, BookLounge.ca Mysterybooks.ca, and McCelland.com websites and created author showcase mini-sites.
- Created and Edited HTML, HTML5, JavaScript, and CSS3
- Created animated gifs and Flash based banners for promotional purposes, reduced files sizes allowing for a reduced cost for publication.

Franklin Templeton Investments - Jan 2007 – August 2007 (8 month contract)

Web Production Specialist

- Maintained the Franklin Templeton Investment websites. Creation of mini-sites both internally and externally for annual and quarterly reports.
- Developed interactive PDF templates and flash based presentations for Marketing Department. Allowed them to display financial reports in clear concise manner.
- Hosted Workshops on best practices on “How to write for the internet” to Financial planners and Executives.

Wunderman - August 2006 December 2006 (6 month contract)
Blast Email Designer

Developed Blast Emails with an audience of over a million customers. Clients included TD Bank, CIBC, and National Sports. Created Ad based emails to be sent out with existing Outlook requirements. Completely CSS free and all hand coded to ensure optimal viewing for multiple platforms.

Organic - May 2006 to July 2006 (3 month contract)
Flash Designer

- Developed Flash based banners for a number of FOX television programs such as : Vanished, House, and Prison Break.
- Optimized Flash Banners to coincide with site requirements.
- Created Road Block, 2 tier and single banners for high traffic sites.

The Region of Peel - Nov 2005 to May 2006 (6 week contract extended to 7 months)
Web Designer

- Developed and maintained internal websites, mini-sites and maintained external site
- Developed estimates for projects, assigning creative resource tasks for account managers
- Created and Edited HTML, HTML5, JavaScript, and CSS3
- Created CSS best practice guidelines document allowing for a more uniform website.

Education/Professional Development
2018-Present

- Currently working towards a Google AdWords certification
- Lynda.com Online Courses to keep myself current in graphic and web design.
- High Impact Business Writing, Reports, Proposals, Emails and Letters. York University Course
- Coaching for Great Impact. York University Course

1999-2001

Humber College of Applied Arts and Technology - Computer Engineering Program.
Remain current by learning through internet courses, articles, and training seminars.

1995-1998

University of Toronto Political Science (switched studies to the subject of Web Development)

Languages: Fluent in both English and Italian – learning Spanish