

Domenic Mastronardi

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Profile

A creative and well-organized Web Developer and New Media Professional with excellent experience in Web and Email Development, Graphic Design, Social Media and Push Notifications. Talented Front End Developer that works 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.

Technical Skills:

Programming: HTML, HTML5, JavaScript, Angular, .Net, Epsilon Harmony and Epsilon Dream, SQL Database, jQuery, XML, CSS 3/LESS/SASS, Bootstrap and CSS Grid frameworks.

Design: Responsive Web Design and Production, Email Design and Deployment, Sketch, Movable Ink, Adobe Creative Cloud, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Premiere Pro, Adobe Edge Animate, Adobe Professional, Inkscape, and Gimp.

CMS's and Development Tools: Salesforce Marketing Cloud, Adobe Experience Manager, Contentful, Litmus, Rover – Push Messaging, Hootsuite, Constant Contact, Adobe Dreamweaver, WordPress/Divi, Xaxis, ATG, Microsoft Visual Studio, Redux, Flux, Restapi, Google Ad Words, WCAG 2.0 (Web Accessibility), AODA(Accessibility for Ontarians with Disability Act), 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.

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

Professional Experience:

Cossette - Nov 2020 – Present

Email and Web Developer - Toronto Dominion Bank Team

- Lead Developer on the Affinity Marketing Group (AMG) Team to provide emails to all Universities and Colleges in the TD partnership group.
- Created and Edited HTML, CSS, JavaScript, and AMPScript based email templates to client specifications on Salesforce Marketing platform
- Diagnose and resolve technical challenges related to email campaign execution and ensuring successful email delivery.
- Worked closely with the Marketing Team, Campaign Managers, PMs and client services team to develop compelling email templates, copy, and graphics to bring functionality to the creative vision
- Ensured email campaigns are optimized for deliverability, open rates, click-through rates, and conversions
- Provided solutions for email development, and website development (microsites and landing pages)

- Provided subject matter expertise in Adobe Animate banner creation for Cossette clients mainly Shopify and McDonalds.

Freelance - June 2019 – Present

Web Developer and New Media Professional

- Provided clients with solutions to increase Email Conversions, SEO and Sales.
- Web Design and Email Marketing Consulting
- 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.

Air Miles Canada - May 2011 – June 2019

Senior Publisher/Senior Web Developer

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: 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.
 - 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.
- Experience with email automation, triggers, and deployment.
- 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.
- Experienced with both Agile and Scrum project delivery methods.

Trimark Sportswear Canada - Nov 2008 – Sept 2010

Lead Web Developer

- 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 WCAG in all projects.
- Published content using the following Content Management Systems : WordPress and FD4

Full work history can be found on my LinkedIn page:

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Education/Professional Development

2018-Present

- Adobe Creative Suite training from Adobe Rep
- Email Deployment training on Dream and Harmony from Epsilon
- Training on Salesforce Exact Target platform
- Training on Eloqua platform
- Litmus training seminar
- CMA seminars and awards
- Photoshop World Conference training
- Presentation and communication training
- Lynda.com Online Courses to keep myself current in graphic and web design.
- Google AdWords certification
- 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