

DANNY PORTAL

Webmaster | Web Developer & Digital Strategist

North Miami, FL 33161 | (954) 448-9331 | dp2387@gmail.com

daniportal.com | linkedin.com/in/dannyportal

PROFESSIONAL SUMMARY

Multidisciplinary web developer and digital strategist with 15+ years of experience building high-performing, user-focused web experiences. Expert in WordPress, custom plugin development, and front-end engineering, with a proven track record of leading site migrations, building reusable design systems, and integrating SaaS platforms to streamline marketing operations. Bridges design and development to deliver polished, conversion-driven digital products.

CORE SKILLS

Front-End Development: HTML5, CSS3, JavaScript, jQuery, responsive design, accessibility (WCAG)

Back-End & CMS: PHP, WordPress (custom themes & plugins), Craft CMS, Webflow, ACF, custom post types & taxonomies

Design & Motion: Figma, Adobe Creative Suite (Photoshop, Illustrator, After Effects, Premiere), Lottie animations, branding, motion graphics

Marketing & Analytics: Google Analytics (GA4), A/B testing, SEO, PPC, display ads, HubSpot, Chargebee, Appcues, email marketing

Tools & Platforms: Git, REST APIs, MySQL, Zendesk, ProofHub, JIRA, social-first content production

PROFESSIONAL EXPERIENCE

UI/UX Web Developer | *Centripetal*

Apr 2025 – Present

- Build pixel-perfect, responsive websites in WordPress and Craft CMS, ensuring consistent execution across the company's digital footprint.
- Maintain and extend a unified design system to keep visual and component consistency across all web properties.
- Use GA4 and A/B testing to refine user experience, inform UI decisions, and shape product roadmap priorities.
- Integrate Lottie animations and interactive elements to boost engagement and clarify product storytelling.

Web & Digital Growth Manager | *Activated Insights*

Feb 2021 – Mar 2025

- Owned the company's full web portfolio — managing, maintaining, and updating all corporate web properties as the marketing team's lead developer.
- Led migration of awards.activatedinsights.com (a home care search engine) from a legacy OutSystems platform to WordPress, significantly reducing hosting costs and modernizing the user experience.
- Developed a custom WordPress plugin that syncs data from an external database and automatically updates 300+ posts daily, eliminating manual data entry.
- Architected data structures, custom post types, and taxonomies for a 300+ course catalog, enabling scalable internal content management.

- Researched and integrated SaaS solutions including Chargebee (billing) and HubSpot (marketing automation) to expand functionality and improve customer experience.
- Managed Appcues in-product tutorials to support customer onboarding and reduce support load.

Senior Web Developer & Digital Strategist | *The Related Group, Miami* Feb 2020 – Jan 2021

- Designed and developed websites, email campaigns, and video content for 30+ luxury real estate properties.
- Streamlined production workflows by introducing automation and new tooling, increasing team output and efficiency.
- Managed WordPress sites and hosting platforms, owning uptime, performance, and content updates across the portfolio.
- Produced motion graphics, animated banner ads, and social media video edits for paid and organic campaigns.

Web Production Coordinator | *MEDNAX (Health Solutions Partner), Sunrise FL* Nov 2018 – Feb 2020

- Managed and maintained corporate web properties including MEDNAX.com, vrad.com, specialtyreview.com, neoconference.com, and steamboatperinatalconference.com.
- Partnered with marketing to launch new clinical location landing pages and keep clinician profiles accurate and current.
- Handled monthly email distribution via HubSpot and Formstack and produced graphics for MEDNAX social channels.
- Contributed to front-end development and UI/UX design across multiple internal and customer-facing projects.
- Resolved server outages and site debugging issues; managed Zendesk tickets and practice manager update requests; tracked work in ProofHub.

Digital Media Designer | *Crius Energy, LLC, Miramar FL* May 2018 – Nov 2018

- Created visual concepts for advertisements, brochures, corporate reports, and internal communications across Crius and sister brands.
- Designed and exported banner ads, click tags, and Google Campaign Manager assets; updated brand websites and landing pages.
- Designed and scheduled weekly digital email campaigns for targeted markets across MDG&E, NYG&E, DCG&E, MAG&E, ILG&E, OHG&E, CTG&E, and NJG&E.

Marketing Manager (Contract) | *Family Office Club* Jan 2018 – May 2018

- Built and maintained network of investor-focused websites including familyoffice.com, venturecapitaldatabase.com, and investordatabases.com.
- Designed conference materials — workbooks, agendas, speaker bios, and matrix layouts — for print and digital.
- Managed conference live streams, scheduled and posted podcast syndication, and edited conference footage.
- Created pitch package assets (logos, decks, one-pagers, websites) for client deliverables.

Digital Media Manager | *ZipLine, Coral Springs FL* Jan 2013 – Jan 2018

- Maintained corporate web presence and led social media marketing across the brand.
- Designed marketing collateral, banner ads, merchant landing pages, and mobile UI concepts.
- Produced merchant-focused video and graphic marketing assets.

Jr. Art Director | *SapientNitro, Miami Beach*

Oct 2009 – Sep 2012

- Provided art direction and QA oversight on Flash banners, websites, HTML and mobile sites, Facebook applications, and games.
- Worked on major brand accounts including Sprint, Chrysler, Mars, Citibank, TD Ameritrade, and Dodge.

Webmaster | *Auto Alea Global*

Nov 2007 – Oct 2009

- Managed website for global auto import/export sales, trades, and auctions.
- Administered office network (SBS 2003), built additional company web pages, and provided Tier 1 helpdesk support.

Web Designer | *CompuWizards, Miami*

Jul 2006 – Nov 2007

- Designed and built websites for clients across a range of industries.
- Produced print collateral (flyers, posters, signs, business cards) and provided PC repair and small-business networking services.

EDUCATION

Bachelor of Arts (B.A.), Web Design and Development

Jan 2010 – Dec 2013

Full Sail University

Associate of Arts (A.A.), Computer & Information Sciences

Jan 2006 – Dec 2009

Miami Dade College

CERTIFICATIONS & AWARDS

- CompTIA A+ Certification — PC Support
- Course Director Award (Mar 2013) — Human-Computer Interaction & Usability, Full Sail University

LANGUAGES

English (Native) | Spanish (Fluent)