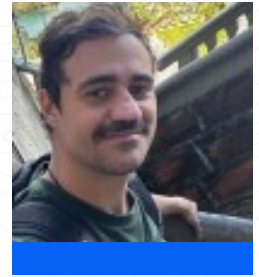# Danny

Portal - Webmaster

+ Personal Information

⊙ Fort Lauderdale, United States of America
✉ dp2387@gmail.com

+ Profile

Multidisciplinary developer and digital strategist with 15+ years of experience creating high-performing, user-focused web experiences. Expert in HTML, CSS, JavaScript, PHP, and CMS platforms including WordPress, Webflow, and custom frameworks. Skilled in ACF, Figma, Adobe Creative Suite, branding, motion graphics, and social-first content. Proficient in PPC, display ads, and using Google Analytics to drive data-informed decisions. Bridges design and development to deliver seamless, impactful digital products.

+ Work Experience

📅 04/2025 – PRESENT
UI/UX Web Developer
Centripetal
Web Developer & Designer at Centripetal, building pixel-perfect sites in WordPress and CraftCMS, maintaining a unified design system, using GA4 and A/B testing to refine UX, and integrating Lottie animations to boost engagement and guide product roadmaps.

📅 03/2025 – PRESENT
Web and Digital Growth Manager
Activated Insights
Continuing supported services through Contract

📅 02/2021 – 03/2025
Web & Digital Growth Manager
Activated Insights
As the Web Manager at Activated Insights, I am responsible for maintaining, managing, and updating all of our web properties. As a member of the Marketing team, I work on web development-related projects and SaaS software solutions too offer custom front-end development solutions that enhance the user experience and elevate our online presence.

In addition to my technical expertise, I actively research new marketing SaaS solutions to help us

+ Work Experience

better serve our customers. I handle all site migrations and data management for our 300+ course catalog, using my WordPress expertise to create proper data structures and taxonomies within our websites internal system to develop custom solutions and user experience. I also research and develop for external solutions such as Chargebee and HubSpot to further improve our online presence. I also help on the customer experience side with App Cues management of our in-product tutorials.

📅 02/2020 – 01/2021
⊙ MIAMI, FLORIDA, UNITED STATES
Senior Web Developer and Digital Strategist at The Related Group
The Related Group
As a Senior Web Developer and Digital Strategist at The Related Group, I designed and developed websites, emails, and videos for over 30 properties. I streamlined workflows by seeking new resources and automating tasks, resulting in increased productivity and efficiency.

My responsibilities included managing WordPress websites, overseeing hosting platforms, and creating email campaigns. I also created and edited videos for social media campaigns and developed animated banners for ad campaigns.

Overall, my contributions helped to enhance the effectiveness of the marketing team and drive traffic and conversions for The Related Group's properties.

📅 11/2018 – 02/2020 ⊙ SUNRISE, FLORIDA
Web Production Coordinator
MEDNAX, Health Solutions Partner
As a Web Production Coordinator at MEDNAX, I managed and maintained corporate web properties, including MEDNAX.com, vrad.com, specialtyreview.com, neoconference.com, and steamboatperinatalconference.com. I worked closely with the marketing team to launch new clinical location landing pages and ensured all clinician information was up-to-date.

I handled monthly email distribution using HubSpot and Form stack and designed social media graphics for MEDNAX socials. I participated in front-end development and UI/UX design for various projects.

Work Experience

I was responsible for addressing any server outages or site debugging issues, managing Zen-desk tickets and practice manager requests for web changes and updates. To manage my workload, I used the proof hub system with the Director for project management.

Overall, my role as a Web Production Coordinator involved managing web properties, email distribution, social media graphics design, front-end development, server maintenance, and project management.

📅 05/2018 – 11/2018 📍 MIRAMAR, FLORIDA
Digital Media Designer
Crius Energy, LLC
Responsible for creating visual concepts to communicate ideas that inspire, inform and captivate attention. Supports in many facets of marketing endeavors by developing layouts and designs for advertisements, brochures, corporate reports, website, and internal communications.
Works on a wide variety of design projects from website layouts, social media graphics, email layout and development, digital ads, logos, advertisements, brochures, posters, and other cross-branding platforms. Also be responsible for maintaining and updating sales collaterals, web pages, customer correspondence, etc.

• Manage and schedule Email campaigns.
• Design assets for Crius and sister brands.
• Conceptualize, Design and Export Banner ads, click tags and google campaign manager.
• Update Crius brands Websites and landing pages.
• Design weekly digital email campaigns for targeted markets.
• Extensively keep abreast of technical innovations, research competitors and develop innovative online interactive approaches
• Update environmental labels for both print and web for, MDG&E, NYG&E, DCG&E, MAG&E, ILG&E, OHG&E, CTG&E, and NJG&E.
• Design monthly digital ad campaigns for targeted markets.
• Translate business requirements into meaningful interactive experiences

Reason for leave:
The company was acquired by Vistra Energy in Texas, all Florida personnel laid off

📅 01/2018 – 05/2018
📍 MIAMI/FORT LAUDERDALE AREA
Marketing Manager - contract
Family Office Club
• Responsible for setting up and managing all family office club websites.
-familyoffice.com
-venturecapitaldatabase.com

Work Experience

-investordatabases.com
and more.
• Managed Conference materials, Workbook layout and design, Agenda for print. Speaker Bios and Matrix
• Schedule Podcasts syndication, post podcasts to website
• Manage Conference Live stream and channels, live stream equipment
• Edit conference Footage and videos
• Manage affiliate post submissions for website blue pages
• Create and develop Pitch Package assets (logos, pitch decks, one pager document/ white paper, Website) for pitch package clients.

Reason for leave:
After contract completion was offered fulltime, butt I was offered another position by MEDNAX

📅 01/2013 – 01/2018 📍 CORAL SPRINGS
Digital Media Manager
ZipLine
• Maintain and build a corporate web presence
• Social Media Marketing
• Graphic design for marketing materials
• Create Banner Ads
• Development of Merchant landing pages
• Merchant video and graphic marketing
• Mobile Ui Concepting/ design

📅 09/2012 – 12/2012
Freelance Webdesigner, Ad manager
Abritt Publishing
•   Built Landing pages, Banners, and Email marketing campaigns for various products
•   Manage PPC, Click Bank, and affiliate marketing accounts.

📅 10/2009 – 09/2012 📍 MIAMI BEACH
Jr Art Director
SapientNitro
• Perform Oversight/ QA / and art direction over projects involving Flash banners and Websites, HTML Sites/ Mobile sites, Facebook applications, and games for major brands.
• Clients included Sprint, Chrysler, Mars Candies, Citi bank, TD Ameritrade, Dodge and many more.

📅 11/2007 – 10/2009
Web Master
Auto Alea Global
•   Manage Website involving Import / Export auto sales, trades, and auction to global markets.
•   Other Tasks included level one help desk support with office team, Manage user network (SBS 2003), Develop and build additional pages for the company.

📅 07/2006 – 11/2007 📍 MIAMI, FL
Webdesigner
CompuWizards

Work Experience

- Tasks included creating and designing websites for a wide variety of companies.
- Handled each project with customers, designed flyers, posters, signs and business cards.
- Some Pc repair work, networking for clients, customer service.

Education

📅 01/2010 – 12/2013
Web design and development | Bachelor of Arts (B.A.)
Full Sail University

📅 01/2006 – 12/2009
Computer and Information Sciences and Support Services | Associate of Arts (A.A.)
Miami Dade College

Languages

English	**Professional**
Spanish	**Professional**

Awards

📅 03/2013
Course Director Award
Full Sail
Human Computer Interaction and Usability

Certificates

A+ Certification for PC support
CompTIA