

DANIEL TOMIC

— Front-End Developer | Digital Marketing & Communications —

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PROFESSIONAL SUMMARY

Outcome-driven and highly skilled professional who excels in developing visually appealing, impactful, and seamless websites through various front-end technologies. Leverages sound understanding of digital marketing to develop and execute effective marketing strategies that enhance the organization's online presence and achieve results.

- ◆ **Strategic thinker** who executes effective marketing strategies through Google Analytics and SEO best practices.
- ◆ **Agile self-starter** with the ability to develop responsive layouts that elevate UX and optimize website performance.
- ◆ **Articulate communicator**, offering the ability to lead cross-functional teams and execute integrated campaigns.

CORE COMPETENCIES

Front End Development • Web Services • Customer Relationship Management • Frameworks • Google Web Tools • Adobe Creative Suite • Digital Marketing • Programmatic, SEO, SEM & Data Analytics • Data Visualization • Team Work • UI/UX • Code Review, QA & Testing • Client-side Scripting • Leadership & Development • Great Work Ethic

EXPERIENCE & IMPACT

Bessemer Trust

Senior Digital Communications Associate

New York, NY

January 2022 – Present

- Mentored 2 direct reports, equipping them with transferrable skills to uplift performance and improve productivity.
- Spearheaded various digital marketing initiatives, including enhancing new client websites, leading search engine marketing, and tracking digital presence impact via Google Analytics.
- Gained impressive open rates of 75%+ by leading the Salesforce creative team in executing innovative email experience marketing strategies, resulting in increased customer engagement, higher conversion rates, and a stronger brand reputation, establishing the firm as a trusted industry leader and driving long-term client loyalty.
- Leveraged Google Data Studio to create impactful data visuals, deliver valuable insights to all stakeholders, and elevate the client's Salesforce email and landing page engagement year over year. Specifically, it increased the average time spent on the landing page by 53%.
- Uplifted the business's Google Map Business Listings visibility from the 18th page to the 1st page by skillfully integrating SEO knowledge, analytics data, and appropriate keywords across listings.

Digital Production Associate

December 2017 – January 2022

- Established the data and reporting infrastructure from scratch, utilizing Data Studio to deliver real-time insights, marketing funnels, and other business-critical KPIs.
- Optimized strategies by tracking/reporting on the performance of diverse marketing channels and campaigns.
- Consistently delivered top-tier outputs by proofing and enhancing projects with meticulous attention to detail.
- Streamlined work processes and improved productivity by identifying and communicating where the department can save time, reduce cost, and improve service delivery quality.
- Gained a positive reputation within the team by delivering assigned jobs on time with a high degree of accuracy.

Healthcasts

Front-End Web Developer

New York, NY

January 2017 – July 2017

- Collaborated with Senior Developers in managing large-scale and intricate projects for various corporate clients.
- Maximized project efficiency by devising innovative project concepts and streamlining work processes.
- Exceeded client expectations by completing complex programming and development tasks ahead of time, including navigating extensive front-end public/internal websites and challenging back-end server coding.
- Worked closely with designers to create clean, visually appealing interfaces, and intuitive interactions and UX.
- Meticulously performed QA tests to optimize usability, rectify errors, and deliver excellent final products to clients.

Human.
Front-End Web Developer

New York, NY
September 2015 – October 2016

- Developed new web applications, applying extensive programming skills to exceed business requirements.
- Monitored project task estimates and provided regular status updates to ensure projects were completed on time.
- Delivered high-quality products by meticulously planning, documenting, and executing unit test plans to ensure code changes met or exceeded client expectations.
- Provided robust support for programming changes throughout the development life cycle, including QA, user-acceptance testing, and post-implementation phases, guaranteeing project integrity and execution.
- Aligned project objectives with client need by proactively gathering requirements and discussing roadblocks.

INDIVIDUAL PROJECT

Drinkathon Project, General Assembly Coding Bootcamp

- Created a single-page web application based on pub crawling, utilizing Google Geocoding/Directions API in converting coordinates, place markers, and waypoints to show multiple connected destinations on Google Maps.
- Developed the app through Ruby on Rails and harnessed PostgreSQL database to seed bars and neighborhoods.

EARLY CAREER SUMMARY

Freelance Web Developer | Various, New York, NY

2009 – 2012

EDUCATION & CERTIFICATIONS

Marketing Analytics Certificate | Cornell University, New York, NY

Google Analytics Certificate | Google, New York, NY

Web Development Immersive Bootcamp Course | General Assembly, New York, NY

Professional Certificate in Web Development | New York University, New York, NY

Diploma of Proficiency in Computerized Application | New York Institute of English & Business, New York, NY

Associate Degree in Hospitality and Tourism Management | University of Pula, Pula, Croatia

ADDITIONAL INFORMATION

Technical Skills: HTML5, CSS, JavaScript, RESTful Web Services, AJAX services, Salesforce Marketing/Sales Cloud, Bootstrap, jQuery, AngularJS, Google Web Tools, Adobe Creative Cloud, Git Version Control, WordPress, Drupal, Ruby on Rails, and PostgreSQL with PHP