

**CHRIS RANIERI**

CHRISDEVELOPSWEBSITES@GMAIL.COM

## **Professional Experience**

### **Full Time**

**ILoveKickboxing.com / FCOOnlineMarketing** [2-1-2016 - 8-26-2016]

- Web Developer - Agile Environment
- PSD to HTML Web Page Conversion (Over 75 websites total, and was coding 1 - 1 1/2 websites a day)
- PSD to HTML Sales Page Conversion
- Data clean up
- Code clean up
- HTML5
- CSS3
- Some PHP, Javascript and jQuery
- Cross-Browser implementation
- Quality Assurance on each website

### **Part Time**

**Vokse.Media** [Web Design, SEO, Google Services] [Web Developer]

[9-29-2015 - 2-1-2016]

[Reference] – Robert Gerov

**CMR Web Services** [Web Design, SEO, Google Services, Social Media] [Owner]

[7-29-2013 - 9-28-2015]

**IEDM E- Commerce** [WordPress, Shopify, Photoshop] [Product Addition's]

[7-31-2013 – 8-23-2015]

### **Additional Employment**

**Home time Construction** [9-02-2012 – 7-10-2013] [General Contractor]

**Ranieri In-Home Fitness** [10-6-08 - 02-25-09] [Merrick, NY] [Owner] [Certified ISSA Fitness Trainer]

**Maximum Private Security** [06-04-07 – 11-19-2009] [Melville, NY] [Security Guard]

**Security USA** [1-25-2012 -12-21-2012] [New York, NY] [Security guard]

## **Programming and Skills**

**Front End Development** – I know HTML5 / CSS3, Bootstrap, as well as the basics of jQuery and Javascript syntax. At my current job I have coded over 75 websites to date making sure they work cross-browser as well. I also coded a variety of sales pages

You can view some of my work on Codepen here. - <http://codepen.io/ChrisRanieri/>

**Back End Development** - PHP syntax and use of include and require statements to create a fully function website that's split up into sections to make as an example the header.php and footer.php reusable on different pages throughout the website

**WordPress** - I have been using WordPress for over 4 1/2 years now and I know it very well. I can use Visual Composer and go into the back end to edit the CSS as well.

**UX / UI Design** - Every website I create has a purpose. If I'm working on a construction company's website the goal is to get them more sales. Great UX / UI design is crucial here. Elements need to be properly positioned above and below the fold to maximize conversions. Just because someone has a website doesn't mean that people are going to use it. And just because they use it doesn't mean they're going to stick around for long. Great user experience, is critical in ensuring that users can navigate – and enjoy navigating – a site. This increases a site's conversion rates which, let's face it, is the end goal for almost anyone.

**Content Creation / Copywriting** - I love to write copy. Creating a headline that HOOKS the person into viewing your content is the most, if not the most important part of writing copy. This can also be applied to SMM with video titles as well as pictures and of course blogs. Hook title, and then get them to read the first sentence, then they will read the second, and so forth, until your Call to Action button at the bottom of the content.

**Advertising** - I drove over 220 visitors to my site in one day through various message forums, reddit, making sure everyone that came to my site was TARGETED TRAFFIC. To make sure they keep coming back. Implemented various A/B Split testing techniques to see what converts the best, so I can build up my mailing list and sell my products.

**Digital Marketing** - I have been using Google Adwords and FB ads for over 3 years now. I have experience with driving targeted traffic to clients' websites to increase their conversion rate.

### **Additional Tech Skills**

Search Engine Optimization

Balsamiq mockup software

Website migrations

DNS / Hosting

Google Adwords (PPC Management)

Social Media Marketing

Facebook Advertisements

Clickbait Headlines

Copywriting

UX / UI design

JavaScript Heatmaps

Yoast SEO (WordPress)

Various Content Management Systems(Wordpres,Drupal,Joomla,Shopify)

Design - Photoshop/Illustrator

Aptana Studios, NetBeans(IDE)

Experience with E-commerce websites (2 years)

Landing page design

Linux Command prompts/PuTTY

Microsoft and Mac products

Google (Analytics, Tag Manager, Webmaster Tools)

MailChimp / Aweber

Cold Calling

Warm Lead Calling

## **Education**

[01- 1-06 - 12-05-06] [Kingsborough College, Sheepshead Bay, NY] Exercise Science

[12-29-08 - 1-19-09] [Nassau College, Uniondale, NY] Mathematics

[1-7-02 - 06-25-06] [Sanford H. Calhoun High School, Merrick, NY] – Regents Diploma

## **Certifications**

Certified Personal Trainer – International Sports Science Association

Adult CPR and First Aid

NYS Registered Security Guard License

## **Social**

LinkedIn Profile:

<https://www.linkedin.com/in/chris-ranieri-79183717>

## **Portfolio Links**

<http://codepen.io/chrisranieri>

<http://chrismranieri.com>

## **Why i'm excited to work for your company:**

Because I can't imagine my life without code and marketing in it. Being apart of a great company that wants to change the world has always excited me. Seeing something grow from nothing to something is absolutely amazing in my eyes. Being a diverse person with a lot of different talents I am 100% positive that I can bring a positive attitude, a boat load of skills and help grow your company to what you are looking for and BEYOND. I only see BIG things for this company and my self alike, and I would love to be apart of it.