Daniel Vinuela
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SUMMARY

I am an experienced Web Designer in the ecommerce field who can bring a diverse skill set to your team. Over 20 years experience developing websites. Skilled at building a web presence from the ground up; from concept, layout, design and deployment to SEO and social media marketing. Self motivated, quick learner, and team player.

EMPLOYMENT

Web Developer, Server Admin
Rustic Pencil, Ft. Lauderdale, FL — May 2020 - Current
Implement dynamic solutions to fit client needs. Manage dedicated web server and client hosted accounts. Tasked with building websites from a PSD design and maintaining, backing up, and restoring client hosting accounts.

Development platforms: Wordpress

Responsibilities:
Lunix Server Management
Build new Wordpress sites from a PSD design
Regular maintenance on client sites: Add, edit and remove pages, SEO, plugins
Fix websites producing errors or not loading
Fix Wordpress sites that broke after updating
Backup and restore websites
Transfer websites across different hosting companies
Recover hacked sites
Construct and dispatch email newsletter

Senior Web Developer
AdServices, Inc., Hollywood, FL — April 2016 - May 2020
Responsible for converting PSD templates to Wordpress sites so they are fully editable by an end user. Tasked with creating, maintaining, backing up, and restoring client hosting accounts.

Development platforms: Wordpress | Static HTML

Responsibilities:
Build new Wordpress sites from a PSD design
Regular maintenance on client sites: Add and remove pages, edit page content, SEO
Troubleshoot and fix websites producing errors or not loading
Fix Wordpress sites that broke after updating
Backup and restore websites
Transfer websites across different hosting companies
Recover hacked sites
Construct and dispatch email newsletters

Web Developer / Co-Founder
DesignLand LLC, Miami Lakes, FL — March 2012 - Nov. 2015
Tasked with building websites for company to sell iPhone replacement parts directly to consumers. Designed, developed, and marketed two websites from $0 sales to $6.5M in total revenue for 4 years.

Web properties: www.iphone6parts.com | www.iphone4parts.com

Development platforms: Magento CE | osCommerce | Wordpress

Responsibilities:
Establish brand identity and logos
Solely design, develop, and maintain two websites on PHP/SQL open source platforms
Upload product inventory to website catalog
On-page and off-page SEO
Social media marketing on YouTube / Twitter / Instagram / Pinterest : @iphone6parts
Print design for branded installation guides, order appreciation cards, packaging seals, & in-house screwdriver kits

Webmaster
InterstateDeals Inc., Aventura, FL - March 2008 - Sept 2012
Tasked with building and maintaining niche ecommerce websites that sell to a targeted base. Used open source PHP/SQL platforms to design, develop, and customize six websites from concept to live ecommerce shops. On-page and off-page SEO for all sites.

Web properties: www.interstatedeals.com | www.dadetronics.com | www.hombasics.com | www.instantoys.com | www.itemsave.com | www.buyurifemme.com

Development platforms: Zencart | Static HTML

Responsibilities:
Configure hosting for SSL secure websites
Solely design, develop, and maintain six websites on PHP/SQL open source platforms
Configure sites to automatically send product data feed to shopping comparison sites
Implement Google Adsense and Amazon Affiliates to increase revenue
Monitor web server status, perform database backups and website maintenance

Web Developer
XMGlobal Inc., Aventura, FL — Sept. 2003 - Sept. 2010
Tasked with building and running ecommerce websites to free the company of Amazon and Ebay's terms and fees.

Web properties: www.place4sound.com | www.everythinginstock.com

Development platforms: osCommerce

Responsibilities:
Configure hosting for SSL secure websites
Solely design, develop, and maintain two websites on PHP/SQL open source platforms
Photograph and Photoshop product stock images from tangible goods
Edit source code to modify CMS functionality and meet company needs
Cross-browser compatibility across IE, Chrome, Firefox, Safari

Phone Technical Support
The Answer Group, Ft. Lauderdale, FL — Jan. 2001 - Sept. 2003
Worked in a Call Center and provided phone technical support to warranty eligible customers of computers purchased at BestBuy. Responsible for quickly determining whether issues where hardware or software based.

Accounts: BestBuy | GeekSquad

Responsibilities:
Provide phone support to warranty holders
Document in detail call data in database
Follow call scripts for each type of support scenario
Service computers, routers, printers, and peripherals over the phone

EDUCATION

CompTIA A+ Certified & CompTIA NET+ Certified
Lynda.com, The Great Courses, iTunes University, Khan Academy & more - 2002 - Present
12 credits for Web Design Major at Broward Community College in Hollywood, FL - 2001
High School Graduate from American Senior High School in Miami Lakes, FL - 1997

SKILLS

Proficient in Graphic Design and coding Responsive Web Design, HTML emails, XHTML, XML, CSS, Javascript, PHP, MySQL, cPanel.

Webmaster, SEO, Social Media Marketing, Email Marketing, Web copy writing, Amazon Affiliates, Twitter, Facebook, Instagram, Pinterest, Youtube, Google Analytics, Google Adwords, Google Adsense, Google Webmaster Tools

TOOLS

Adobe Photoshop CC, Pixelmator, OmniGraffle, Dreamweaver,   Coda, TextWrangler, Flash, iMovie, Hootsuite

Wordpress, WooCommerce, Magento, osCommerce, Zencart, PrestaShop, phpMyAdmin, ownCloud

Macintosh OS X, iOS (iPhone/iPad), All MS Windows OS, MS Office Suite