



Anthony Pace

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SUMMARY

I am a full stack web developer with over 8 years of experience. I have a passion for coding, an eye for design, and am comfortable in front of a command line. I have been practicing Object Oriented Programming since 2001. I constantly keep up on the latest trends in web development and technology.

EXPERIENCE

Senior Web Developer & Marketing Specialist, DKBmed LLC

New York City, New York— 2012 - Present

DKBmed is a “continuing medical education” company. As lead developer and head of marketing, my responsibilities include:

- Creating and maintaining apps and data driven websites.
- Developing internal software to automate data analysis and marketing efforts.
- Planning and executing our marketing presence at live events throughout the country, and internationally.
- Digital and print marketing of our online educational programs.
- Graphic design for print and web.
- Directly managing other developers as well as hiring contractors for both web and marketing work.
- Regularly interacting with new APIs and web technologies.

Accomplishments

- Introduced “gameification” to our educational programs and to our corporate process.
- Instituted Git revision control into the company’s work flow and trained other employees in using it.
- Doubled the number of subscribers to our ‘eLiterature Review’ email newsletter series. Engagement and conversions also increased. These results were achieved through split testing, user experience adjustments, and the deployment of iOS newsstand apps.
- Instituted responsive design and a mobile first approach to our web development.

Web Developer & Designer, The Bronx Design Group

Bronx, New York— 2011 - 2012

The Bronx Design Group is a graphic design company and printing house. I worked primarily with the design and development of their corporate web presence.

Accomplishments

- Redesigned corporate web presence to have a modern look and feel. Began implementing an online order placement system to increase sales.

Anthony Pace Web Development & Marketing

Self Employed Contract Work, 2007 - Present

Over the past 8 years I have built and maintained a clientele of small businesses, artists, and start-ups.

SKILLS

- Web Development: HTML5, CSS3, Javascript, PHP, MySql, Linux Administration
- Native App Development: Objective C, Swift, xCode, iOS App Deployment