

# NATHAN A. PIZZO

8064 Gilleland Drive, Roseville, CA 95747

Phone: (916) 792-6915

Portfolio: <https://www.nathanpizzo.com> Email: [nathan@pizzo.com](mailto:nathan@pizzo.com)

---

**Multi-talented UI / UX Analyst, CMS Theme Designer – Experienced for over 20 years creating CMS based & custom dynamic Web applications, and Supporting Email Campaigns plus Management of Creating Supporting Graphics. Seeking 1099, part time employment.**

---

**SEE DESIGN PORTFOLIO LINKS :** <http://www.nathanpizzo.com/portfolio/>

## HTML & CODING

HTML / HTML5  
CSS3 / STYLING  
PHP / MySQL  
JAVASCRIPT  
CMS & TEMPLATES  
WORDPRESS. DRUPAL  
MAGENTO  
BOOTSTRAP

## PRINT & GRAPHICS

ADOBE CC (LATEST)  
ILLUSTRATOR  
PHOTOSHOP  
DREAMWEAVER  
INDESIGN  
AFTER EFFECTS  
MUSE

## ONLINE COLLABORATION

GOOGLE SUITE (ALL)  
BASECAMP  
ASANA  
GOTO MEETING  
JOIN.ME / ZOOM  
DROPBOX / ICLOUD  
WeTRANSFER

## SYSTEMS & HARDWARE

MAC OSX  
PC / WINDOWS 10  
LINUX / UBUNTU  
CPANEL / CENTOS 7  
WINDOWS SERVER  
MAC PARALLELS  
FILE ZILLA / FTP  
NAVICAT MySQL

## CRM & EMAIL CAMPAIGN

INFUSIONSOFT / KEAP  
ONTRAPORT  
AWEBER  
MAIL CHIMP  
CONSTANT CONTACT  
CLICK FUNNEL  
LEAD PAGES  
WISTIA / VIMEO

## OFFICE PRODUCTIVITY

MS OFFICE 10  
WORD / EXCEL  
POWERPOINT  
SHAREPOINT  
PAGES, NUMBERS  
KEYNOTE

## VIDEO & 3D MODELING

MOTION (MAC)  
CAMTASIA 3  
ADOBE PREMIERE  
CARRERA 8.5 PRO

## SEO / SEM / PPC

GOOGLE ADS  
GOOGLE MY BUSINESS  
GOOGLE ANALYTICS  
GOOGLE WEBMASTER  
BING SEARCH, YELP  
FACEBOOK ADS

## WORK EXPERIENCE

**SKILLS USED:** HTML, HTML5, CSS3, ADOBE CREATIVE SUITE CC, CS6, PHP/MySQL, BLOGS, UX, CMS THEME CUSTOMIZATIONS, SEO, GOOGLE ANALYTICS, REMARKETING, EMAIL CAMPAIGN MANAGEMENT, INFUSIONSOFT (KEAP), CONTACT LIST MANAGEMENT & FOLLOW UP WITH SUBSCRIPTIONS FOR CONTACTS

**DESIGN WITH ENERGY - Professional projects - independent consulting for several clients**

**Web Developer / UI / UX Designer / Email Marketing**

**9/2012 – Present**

PDR COLLEGE [www.pdrcollege.com](http://www.pdrcollege.com) (main website, PDR tech websites – all custom built themes on Wordpress platform, Email Campaign management, & Ecommerce – PDR Products: [Blackplaguepdr.com](http://Blackplaguepdr.com) - Ecommerce site designed theme using Shopify.com Keith Cosentino, owner -- Ancient Magic Art Tools – [www.ancientmagicarttools.com](http://www.ancientmagicarttools.com) (complete revamp of website from static HTML and PHP to full CMS using a custom theme built on Wordpress. Les Cookson, owner.

**Robert Half Technology, Sacramento, CA 6 month Project for City of Stockton, Regional Transit District**

**Web Developer / UI / UX Designer**

**6/2014 – 2/2015**

- Create new website using existing content for San Joaquin RTD (Regional Transit District)
- Performed large migration of all content to a new CMS system which required a new theme for easier navigation and better mobile UI/UX format using responsive CSS and HTML

**SKILLS USED:** HTML, HTML5, CSS3, ADOBE CREATIVE SUITE CS6, PHP/MySQL, BLOGS, UX, CMS THEME CUSTOMIZATIONS, SEO, GOOGLE ANALYTICS, REMARKETING

**Idea Seed Marketing, Roseville, CA**

**Web Developer / UI / UX Designer**

**9/2013 – 2/2014**

- Redesign and modify existing Wordpress and CMS based themes for multiple web clients.
- Create new landing pages as needed for specific campaigns such as special promotion
- Duplicated and re-hosted WordPress installs for specific sites, re-skinning blogs in sites as required.
- Created many landing pages for use with PPC, and Specific Adwords campaigns created by the SEO team. Working hand in hand with the SEO team we refined landing pages with A/B tests to hone each of the pages into a finely tuned lead generation and response mechanism.

**SKILLS USED: HTML, HTML5, CSS3, ADOBE CREATIVE SUITE CS6, PHP/MySQL, BLOGS, UX, CMS THEME CUSTOMIZATIONS, SEO, GOOGLE ANALYTICS, REMARKETING**

Hearing Med, Intell-A-Hear Alliance startup  
Roseville, CA

**Web Developer / UI / UX Designer**

**5/2013 – 8/2013**

- Redesign and modify existing Wordpress and CMS based themes for multiple sites within the network of companies which are mainly McDonald Hearing Center locations.
- Create new landing pages as needed for specific campaigns such as special promotion, including a few for use in an outreach through LinkedIn.
- Duplicated and re-hosted WordPress installs for specific sites, re-skinning blogs for sites as required.
- Created an entirely new system with many parts and functions for a new startup called IntellA-Hear Alliance... including a demo area, client only login area, and a page which does complex calculations based on a users input. Also an area was created for advertising pieces (client's ads) to be uploaded to their account. It can then be modified using built in web-based PDF editors (whiteboard) and then saved for review by others.
- A calendar and appointment system was also integrated into the site.

**SKILLS USED: HTML, HTML5, JQuery CSS3, ADOBE CREATIVE CS6, PHP/MySQL, BLOGS, UX, CMS, THEME CUSTOMIZATIONS, GOOGLE ANALYTICS, REMARKETING**

Paramount Equity Mortgage, Paramount Solar, One Day Solar (Paramount Solar pilot),  
Roseville, CA

**Web Developer / UI / UX Designer**

**9/2011 – 2/2013**

- Relaunched main web site for www.ParamountEquity.com in 2011. Built the new site using WordPress CMS for easy updating with custom theme modifications using CSS and Flash based embedded applications for Paramount's other companies including Paramount Solar, Paramount Insurance Services and One Day Solar (now renamed with new logo: Paramount Solar).
- Create new landing pages as needed for specific campaigns such as special promotion discounts for solar system installations, or specific mortgage products such as FHA, or special low rate programs.
- Duplicated and re-hosted WordPress installs for specific sites, re-skinning blogs for use with main sites as required.
- Created dozens of landing pages for use with PPC, and Specific Adwords campaigns created by the SEO team. Working hand in hand with the SEO team we refined landing pages with A/B tests to hone each of the pages into a finely tuned lead generation and response mechanism.
- Created weekly email blasts, which would be used to send out rate alerts, update our existing customers with new programs, which they may qualify for, and special emails for holidays and special events.
- I streamlined the process for updating many landing pages and website pages that referenced the rates using a quick update to two specific files, which were then integrated into the overall layout. This reduced the time it took to update our compliance related activities to mere minutes, from over an hour.
- Created new content for the company intranet, updating areas in existing SharePoint 2003 content as required.

**SKILLS USED: HTML, HTML5, CSS3, WEB SERVERS, ADOBE SUITE CS4, FLASH, 3D DESIGN, ASP, PHP/MySQL, BLOGS, UX, CMS**

Move America Forward, Sacramento, CA

**7/2010 – 9/2011**

**Web Developer/ UI / UX Designer**

- Relaunched main web site for www.mafpac.org in 2010. Built the new using WordPress CMS for easy updating with custom theme modifications using CSS and Flash based embedded applications.
- Produced a new mailing for over 11,000 donors from three separate donation data sources, while reducing the time from the previous year by over 2 months.

- Designed and wrote online marketing for email blasts using Paramount, and Designed custom supporting print productions using Adobe Creative Suite for the annual Troopathon in it's fourth year.
- Helped create a new site using Expression Engine, within two weeks, having almost zero experience with the CMS.

**SKILLS USED: HTML, HTML5, CSS3, WEB SERVERS, ADOBE CREATIVE SUITE CS5, FLASH, 3D DESIGN, ASP, PHP/MySQL, BLOGS, UX, CMS**

**CALED, Sacramento, CA**

**1/2010 – 9/2011**

**Web Developer/ UI/UX Designer / Marketing Director**

- Installed online payment system for easy web-based registrations. Doubled participants and tripled revenue of annual conference through efficiency of website flow for users.
- Provide updates and creation of new content for a Drupal CMS based website.
- Design and organize online marketing materials for email blasts via MailerMailer, online forms
- Design customized supporting print productions using Adobe Creative Suite for annual conference mailings.
- Created Print Flyers and Brochures for Conferences throughout the year, available online in PDF.

**SKILLS USED: HTML, CSS, WEB SERVERS, ADOBE SUITE CS5, FLASH, 3D DESIGN, ASP, PHP/MySQL, BLOGS, UX, CMS**

**TERNION DESIGN GROUP, INC., Rocklin, CA**

**12/2007 – 4/2009**

**Webmaster / Web Developer II / UX Designer for State of California, Parks and Recreation department**

- Designed and build custom FLASH front end interface for Año Nuevo Island including a visitor's center kiosk design and implementation using Site Kiosk 6. Built an interactive FLASH control panel on the kiosk to control the Web interface to the HD Seal Cam.
- Created SharePoint Sites for content management of individual State Parks and provided support for statewide intranet operations. Each group within the State Parks Network have their own content to manage.
- Improved the accuracy and usefulness of the surveys and systems to understand what resources and features are available at each State Park throughout California.
- Support requests for new sites within the intranet. Worked within the State General Services Budget (State Parks & Rec) with a team responsible for many projects for Intranet sites for all groups within the 280 State Parks.

**SKILLS USED: FLASH, PHP/MySQL, HTML, CMS, ASP.NET, SHAREPOINT, ADOBE SUITE CS4, FRONT PAGE, XML, CSS**

**MOLECULE LABS, Roseville, CA**

**12/2005 – 12/2007**

**Webmaster / Ecommerce Developer**

- Built original website for Molecule Labs, Inc. using FLASH, Video Steaming in FLV and Windows Media formats, focusing on marketing of their products which support racing safety.
- Ecommerce Web Cart and customize shopping pages were my responsibility to maintain. Working with Matthias Czabok (VP Marketing) revenues have increased over 400% in the last two years since we have had this site online.
- Responsible for creating FLASH video (FLV) streaming content for site – from H.264 (Apple MOV files) and others.
- Created custom banner ads to support marketing efforts of the company as well as providing web based affiliates a standard marketing package to use in their online sales.

**SKILLS USED: FLASH, PHP/MySQL, HTML, CMS, ADOBE SUITE CS4, FRONT PAGE, XML, CSS, GOOGLE ANALYTICS**

**FOLSOM LAKE MORTGAGE, Granite Bay, CA**

**12/2003 – 12/2005**

**Webmaster / Web Developer**

Built original Web site using FLASH, marketing and lead generation and tracking. Successfully assisted this company in building a web infrastructure including email and search engine marketing which was partly responsible for boosting loan refinancing revenues in 2005 from 5 M to just over 20 M in less than one year.

**SKILLS USED: FLASH, PHP/MySQL, HTML, CMS, ADOBE SUITE CS4, FRONT PAGE, XML, CSS, GOOGLE ANALYTICS**

**Independent Contracting, Roseville, CA <http://www.nathanpizzo.com/>**

**1/1999 – 9/2011**

**CSS, WordPress Theme Customizations, FLASH WEBSITES, BUILDING & MAINTAINING CONTENT for Multiple Web sites, for many projects simultaneously. WEB ECOMMERCE / Business development and Web lead tracking has been the primary focus of a majority of sites built below.**

This job included positions at multiple companies as outsourced Web development / Flash / CMS / Ecommerce Design and implementations. All tasks associated with operating an independent consulting business and accommodating customer requirements, and building custom projects have been my constant work during the last five years. A vast amount of my work is available online. (See Portfolio) My main focus has been the development of professional, functional websites and the promotion of those site using CMS, Search Engine Optimization (SEO) and a few methods of online Google Ads, Pay Per Click (PPC).

**SKILLS USED: WORDPRESS, CSS, HTML, WEB SERVERS, ADOBE SUITE CS4, FLASH, 3D DESIGN, ASP, PHP/MySQL, BLOGS, UX, CMS**

**OMNICELL, INC., Palo Alto, CA**

**1/2000 – 10/2003**

**Sr. Webmaster / Web Designer**

- Designed and implemented re-launch of the main corporate Web site. This site also became an integral part of the company's communication to its investors and customers during its IPO in 2001.
- Developed and implemented a unique Web application which allowed nurses and physicians to earn Continuing Education credit by completing an online course. This application reinforced Omnicell's core strategy for patient safety. This application was implemented using ASP and database integration of all participants.
- Re-designed published, and maintained an online content Web site which gave Omnicell more credibility in the healthcare marketplace as a knowledgeable, up-to-date resource for resolving critical issues about patient safety.
- Implemented an online database driven and searchable phone list for Omnicell's employee Intranet that resulted in faster more accurate employee information.

**SKILLS USED: WEB SERVERS, PHOTOSHOP, ILLUSTRATOR, FLASH, FRONT PAGE, MSOFFICE, ASP, VBSCRIPT, JAVASCRIPT**

**SNAP-ON TOOLS, INC., San Jose, CA**

**7/1996 – 1/2000**

**Sr. Webmaster / E-commerce Developer**

- Constructed an online version of American Honda's Tool and Equipment Catalog. This catalog was available only in print. Used a custom JavaScript based tool to produce a fully functional database driven version of the catalog, complete with all product pictures found in the catalog used for an online version.
- Designed User Interface elements and integrated them into an E-commerce Web application which became the company's first online tool catalog. It was successfully built to order for the US Navy and later implemented as the model for its publicly accessible tool catalog for the Web.
- Was lead on E-commerce team to build and present draft versions of the tool catalog to upper management, which led to the decision to offer the entire catalog in a Web version capable of online transactions.
- Revamped and re-designed an entire Windows network of computers which ranged in number from 60 to 90 computer workstations and 4 Windows NT servers. Solely responsible for workstation/network maintenance.

**SKILLS USED: WEB SERVERS, PHOTOSHOP, ILLUSTRATOR, FRONT PAGE, MSOFFICE, NETWORKING**

**INTEL CORPORATION, Santa Clara, CA**

**3/1994 – 6/1996**

**Systems Administrator**

Installed and upgraded computer hardware and software for entire planning group within Intel located at the RNB campus, which increased PC uptime and functionality. Designed and delivered Fab performance indicator reports to top management resulting in direct revenue gains through better decision making. Created custom Windows application in FoxPro for Fab operations used for creating reports that sped highly sensitive performance indicators to top management while reducing the time needed to create them. This application was also adopted by other Intel Fabs, nation-wide, to streamline reporting throughout the company. Substantial time

was saved which translated to increased revenue per employee.

## **EDUCATION**

---

Currently pursuing these Microsoft Certifications: MCTS, MCSE, CSS

Real Estate License – Active 2003 – Present – Passed 1<sup>st</sup> try.

Certified by Silicon Valley High-Tech Academy (a Trade School), Santa Clara, CA – 1995.

Certification: CNE-IE (Certified Network Engineer – Integrated Engineering).

Intel University, Santa Clara -- CA Web /HTML –1996.

De Anza College, Cupertino, CA – AA Equivalent in Computer Technology / Computer Science.

Lynbrook High School – San Jose, CA – High School Diploma.