SEAN PISANO

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PROFESSIONAL SUMMARY

Dynamic marketing and technology professional with a career-long track record of leading web development, digital strategy, and cross-functional teams to drive growth for high-impact organizations

Strategic digital marketing expert with a proven ability to align marketing technology with business goals, delivering measurable results through efficient, scalable solutions. Experienced across web development, UX/UI design, and digital marketing, with technical proficiency in front-end and back-end development (HTML5, CSS3, JavaScript, PHP, LAMP), CMS platforms (WordPress, AEM, Kentico, Sitecore), and responsive design. Skilled in email marketing and automation using tools like Pardot, Salesforce Marketing Cloud, Braze, Iterable, Eloqua, Zoominfo, and HubSpot, as well as analytics platforms including GA4, Looker Studio, and SEMrush. Adept at CRM integration (Salesforce, Braze, HubSpot, Zoho), SEO/SEM optimization, and performance reporting. Brings a strong track record in campaign strategy, content development, CRO, and e-commerce landing pages, supported by expertise in Adobe Creative Suite, Git, AWS, and modern project management tools. A collaborative and results-oriented professional who connects technical execution with creative thinking to elevate user experiences and marketing performance.

PROFESSIONAL EXPERIENCE

MARKETING TECHNOLOGY DIRECTOR | ROGUE PIXEL / SEAN PISANO STUDIOS, NEW YORK, NOV 2005 TO PRESENT
- Directed marketing technology strategy, team leadership, and brand development across a diverse portfolio of studio projects including NYCThirst, The Geek Out, Art for Your Mouth, Rogue Pixel Productions, Sean Pisano Studio, and The Octopus and the Wolf Web Emporium.
- Architect cross-platform marketing automation ecosystems integrating CRM, CMS, and analytics.
- Develop full-stack PHP/JavaScript web applications and advanced WordPress frameworks for clients and internal brands.
- Oversee creative production, digital campaigns, and team operations for integrated marketing delivery.

Tools: HTML, CSS, JavaScript, PHP, WordPress, HubSpot, Salesforce Pardot / Marketing Cloud, Braze, Iterable, ZoomInfo, GA4, Looker Studio, Adobe Creative Cloud, AWS, Adobe Analytics, Monday.com, Microsoft Office Suite.

SENIOR MARKETING TECHNOLOGY SPECIALIST | FICO (FAIR ISAAC CORPORATION), NEW YORK, NOV 2022 TO NOV 2024*
- Built responsive, brand-consistent email templates in Stripo and executed targeted, behavior-driven campaigns in Pardot to boost engagement across key audiences.
- Led A/B testing subject lines, content, and send times, driving a 25 percent lift in open rates and improving overall campaign performance.
- Delivered KPI reporting and partnered with Demand Generation leadership to streamline workflows, support cross-team enablement, and optimize marketing strategy.

Tools: HTML, CSS, JavaScript, Salesforce Pardot / Marketing Cloud, Stripo, ZoomInfo, GA4, Smartsheet, Asana, Microsoft Office Suite.

SENIOR MARKETING TECHNOLOGY DIRECTOR | SULLIVAN & CROMWELL LLP, NEW YORK, NOV 2021 TO NOV 2022
- Managed daily website operations and optimized publishing workflows, including an automated web-to-CRM process that improved efficiency, data capture, and content accuracy.
- Produced firm-wide newsletters, client memos, and social media updates while maintaining consistent brand voice and regulatory compliance.
- Built dynamic dashboards and client segmentation reports that strengthened content strategy and supported planning for a future headless CMS migration.

Tools: HTML, CSS, JavaScript, PHP, AEM, Sitecore, Salesforce, Eloqua, Power BI, GA4, Microsoft Office Suite.

MARKETING TECHNOLOGY DIRECTOR | O2KL, NEW YORK, NOV 2019 TO MAY 2021
- Designed, coded, and deployed digital marketing assets end to end, including high-performing email templates, landing pages, and HTML5 banner campaigns across Salesforce Marketing Cloud, Braze, Iterable, and national ad networks.
- Led full-scale web platform builds, architecting custom WordPress sites from server configuration and AWS/LAMP environment setup through staging, deployment, and live migration.
- Oversaw major marketing technology transformations, including a Salesforce to Mailchimp CRM migration, data architecture planning, segmentation strategy, and long-term infrastructure administration.

Tools: HTML, CSS, JavaScript, PHP, WordPress, HubSpot, Salesforce Pardot / Marketing Cloud, Braze, Iterable, Mailchimp, GA4, Looker Studio, Stripo, Adobe Creative Cloud, AWS, Asana, Microsoft Office Suite.

SENIOR MARKETING TECHNOLOGY SPECIALIST | BERNSTEIN PRIVATE CLIENT MARKETING, NEW YORK, SEP 2018 TO JULY 2019*

- Designed and developed branded email templates and campaign-specific landing pages within Pardot, improving campaign consistency and responsiveness across devices.
- Conducted in-depth platform research and authored a comprehensive Pardot training manual, equipping the marketing manager and broader team with streamlined onboarding and usage guidance.
- Managed ongoing maintenance of the Pardot automation platform, supporting campaign execution, troubleshooting, and performance optimization across multiple marketing initiatives.

Tools: HTML, CSS, JavaScript, ZoomInfo, GA4, Adobe Creative Cloud. Salesforce Pardot / Marketing Cloud, Microsoft Office Suite, AWS.

WEB TECHNOLOGY MANAGER | ASME.ORG, NEW YORK, JUNE 2012 TO JUNE 2018* (PROMOTED FROM WEB PRODUCER)
- Oversaw a cross-functional digital team of producers, designers, video editors, and developers, managing hiring, training, coaching, and performance to deliver high-quality global marketing campaigns and content.
- Directed workflow optimization and quality assurance, including the implementation of a custom ServiceNow marketing maintenance system and the creation of rigorous QA and risk-management standards.
- Produced executive-level reporting and analysis, delivering year-end insights on campaign output, team productivity, and digital performance to support strategic decision-making.

Tools: HTML, CSS, JavaScript, jQuery, PHP, XML, Kentico, ServiceNow, Adobe Creative Cloud, GA4, AWS, Microsoft Office Suite.

EDUCATION & CERTIFICATIONS

B.TECH IN COMMUNICATION DESIGN; *New York City College of Technology, Brooklyn, New York***
JAVASCRIPT DEVELOPMENT, MAY TO JULY 2018; *General Assembly*
FRONT-END WEB DEVELOPMENT, MAR TO MAY 2017; *General Assembly*
JAVASCRIPT FOR MODERN WEB DEVELOPMENT, DEC 2013; *Learning Tree International*
COMMUNICATION SKILLS: DIPLOMACY, TACT & CREDIBILITY, OCT 2013; *American Management Association (AMA)*

TECHNICAL SKILLS

WEB DEVELOPMENT
- **Languages:** HTML4/5, CSS2/3, JavaScript, PHP, MySQL,
- **Frameworks & Libraries:** jQuery, Sass, LESS, Bootstrap, Masonry, ModalBox, Animate.css, Font Awesome
- **Back-End:** PHP, MySQL (LAMP Stack)
- **CMS Platforms:** WordPress, Kentico, Drupal, Adobe Experience Manager, Sitecore
- **Version Control:** Git, GitHub, Bitbucket, SVN, CVS
- **Debugging Tools:** Chrome DevTools, Mozilla Firebug

SOFTWARE & TOOLS
- **Development Environments:** VS Code, Sublime Text, Brackets, Notepad++, FileZilla, PuTTY, WinSCP
- **Creative Suite:** Adobe Photoshop, Illustrator, Dreamweaver, Premiere, Audition, Acrobat, Animate (Flash)
- **Operating Systems:** PHP, MySQL (LAMP Stack)
- **CMS Platforms:** WordPress, Kentico, Drupal, Adobe Experience Manager, Sitecore
- **IT Management:** ServiceNow

MARKETING & ANALYTICS TOOLS

DIGITAL MARKETING PLATFORMS
- **CRM Systems:** Salesforce, HubSpot, Zoho, monday.com
- **Marketing Automation:** Pardot, Salesforce Marketing Cloud (ExactTarget), Braze, Iterable, ZoomInfo, Eloqua, HubSpot, Mailchimp, Constant Contact, Campaign Monitor, Aurea (Lyris)
- **Email Tools:** Stripo, Litmus, Email on Acid, Really Good Emails (Design Best Practices)

SEO/SEM & ANALYTICS
- **Analytics Tools:** Google Analytics (Universal + GA4), Looker Studio, Google Tag Manager, Hotjar
- **SEO Platforms:** SEMrush, MOZ, Raven Tools, DeepCrawl, Forecheck
- **CRO/Testing:** Optimizely
- **Project Management**: Asana, Smartsheet, Jira, Monday.com

*For ASME (The Forum Group), Bernstein (Creative Network Systems) & FICO (Lancesoft) I worked for an Agency. ** B.Tech In Communication Design - In Progress.