

TECHNOLOGY LEADER & CREATIVE TECHNOLOGIST

01 PROFESSIONAL SUMMARY

Technology Leader and Creative Technologist with 20+ years of experience solving complex problems through technology, product development, digital platforms, marketing technology, and multidisciplinary leadership. Combines hands on technical depth with the ability to lead teams, define technical direction, translate business needs into practical solutions, and take ideas from strategy and architecture through development, launch, and iteration.

02 PROFESSIONAL EXPERIENCE

TECHNOLOGY LEADER & CREATIVE TECHNOLOGIST | FOUNDER

ROGUE PIXEL | BROOKLYN, NY | NOV 2024 TO PRESENT

- Lead multidisciplinary technology initiatives from problem definition and product strategy through UX, architecture, development, launch, and continued iteration.
- Design and build digital products, platforms, prototypes, and technical solutions using full stack web development, APIs, structured data, automation, marketing technology, and emerging AI.
- Provide technical direction across projects, translating business and user needs into practical solutions while coordinating creative, technical, marketing, and operational disciplines.
- Conceive and develop independent products from strategy and architecture through development, launch, and iteration.

03 SELECTED PROJECTS

NYCThirst NYC bar discovery platform powered by structured data, publishing, membership, advertising, and a developing API.**NutriAtlas** Food and nutrition discovery application combining structured data, search, product UX, and applied AI.**Borough Boards** Independent product and commerce platform built from concept through design, development, and launch.

DIGITAL MARKETING TECHNOLOGY LEAD

FICO (FAIR ISAAC CORPORATION) | NYC | NOV 2022 TO NOV 2024

- Progressed into leading the digital marketing role within six months, providing technical direction, training, troubleshooting, and quality oversight for enterprise digital marketing deliverables.
- Developed responsive email experiences and behavior driven campaigns in Salesforce Marketing Cloud, using segmentation, dynamic content, and A/B testing to improve engagement, including a 25% average lift in open rates.
- Managed campaign lists and localized digital marketing deliverables across multiple languages and international markets, maintaining consistency across content, branding, data, and campaign execution.
- Documented processes, platform standards, and production workflows while training team members and preparing the next lead to successfully take ownership of the role.

DIGITAL MARKETING AND WEB TECHNOLOGY LEAD

SULLIVAN & CROMWELL LLP | NYC | NOV 2021 TO NOV 2022

- Provided technical leadership across the firm's digital marketing function, partnering closely with the Associate Director on web operations, marketing technology, platform strategy, and technical decision making.
- Managed day to day operations of the firm's corporate website, maintaining the technology and processes supporting a high profile global digital presence.
- Helped develop the strategy for moving the firm's digital presence to a new CMS, defining requirements and evaluating how the future platform could better support content, publishing, integrations, and long term business needs.
- Contributed to the technical architecture and direction of the future CMS environment, helping translate organizational requirements into a scalable approach for the firm's next generation digital platform.

TECHNOLOGY DIRECTOR

O2KL | NYC | NOV 2019 TO AUG 2021

- Led technology strategy and technical delivery across client digital initiatives, connecting creative, marketing, development, infrastructure, and marketing technology requirements into practical solutions.
- Architected and launched custom WordPress platforms, directing the full development lifecycle from technical planning and server configuration through staging, testing, deployment, and production migration.
- Led marketing technology solutions across Salesforce Marketing Cloud, Pardot, HubSpot, Zeta, and other CRM and marketing automation platforms, supporting email, landing pages, campaign execution, and client digital programs.
- Directed platform migrations and technical integrations, including CRM data mapping, audience segmentation, template conversion, and workflow planning, while managing AWS and LAMP infrastructure supporting development and production environments.

MARKETING TECHNOLOGY AND EMAIL SOLUTIONS CONSULTANT

BERNSTEIN PRIVATE CLIENT MARKETING | NYC | SEP 2018 TO JUL 2019

- Designed and developed responsive branded email templates and campaign specific landing pages, creating reusable solutions that improved consistency across campaigns, devices, and digital experiences.
- Supported Salesforce Marketing Cloud and Pardot across campaign execution, platform management, technical troubleshooting, and workflow improvement, serving as a technical resource for the marketing team.
- Researched the marketing automation platform extensively and authored a comprehensive training manual that translated technical knowledge into practical processes, standards, and instructions for the marketing manager and broader team.
- Improved the usability and maintainability of the marketing technology environment through reusable development, technical documentation, troubleshooting, and knowledge transfer.

04 PROFESSIONAL EXPERIENCE CONTINUED

DIGITAL MARKETING SYSTEM & WEB PRODUCTION MANAGER

ASME | NYC | JUN 2012 TO JUL 2018

PROMOTED FROM WEB PRODUCER TO MANAGER

- Took on increasing responsibility for digital production, web technology, CMS operations, email development, quality assurance, and team leadership.
- Managed a multidisciplinary team of five across web production, design, development, email, and digital content, with responsibility for hiring, onboarding, training, performance evaluations, coaching, workload management, and professional development.
- Led web, CMS, email, and digital production initiatives supporting organization wide marketing programs, establishing development and QA standards while improving the reliability and consistency of digital deliverables.
- Designed and implemented a ServiceNow based digital maintenance workflow that improved request management, accountability, production efficiency, and communication between the team and internal stakeholders.

05 EARLIER EXPERIENCE

DIRECTOR OF INTEGRATED DIGITAL & PRINT PRODUCTION

PRODUCT MOVERS / SYNERGISTIC MARKETING | 2008 TO 2012

Led connected digital and print production for an online coupon platform and national magazine insert program reaching more than 300,000 households.

DIGITAL MARKETING DESIGNER & WEB PRODUCER

PUBLISHERS CLEARING HOUSE | 2007 TO 2008

Built high volume email and landing page campaigns within a performance driven direct response marketing environment.

LEAD WEB DESIGNER & FRONT END DEVELOPER

UGO NETWORKS | 2005 TO 2007

Led four developers modernizing legacy web code, improving standards, and replacing Flash interactions with JavaScript.

INFORMATION SYSTEMS & TECHNOLOGY SPECIALIST

MERIT SOFTWARE | 2002 TO 2005

Built SEO and SEM landing pages and developed a custom online issue resolution forum supporting customer service.

INDEPENDENT WEB DEVELOPER & DIGITAL PRODUCER

SELF EMPLOYED | 2001 TO 2002

Designed and developed websites and digital projects for clients across business, nonprofit, education, arts, hospitality, and professional services.

Contract engagements through staffing partners at FICO and Bernstein. Joined ASME as a contractor and converted to a direct employee after six months.

06 EDUCATION & PROFESSIONAL DEVELOPMENT

B.TECH, COMMUNICATION DESIGN

New York City College of Technology, CUNY

2004

JAVASCRIPT DEVELOPMENT

General Assembly

2018

FRONT END WEB DEVELOPMENT

General Assembly

2017

JAVASCRIPT FOR MODERN WEB DEVELOPMENT

Learning Tree International

2013

DIPLOMACY, TACT & CREDIBILITY

American Management Association

2013

07 TECHNICAL EXPERTISE

AI & EMERGING TECHNOLOGY

Generative AI, LLMs, Prompt Engineering, AI Assisted Development, Rapid Prototyping

DEVELOPMENT

HTML5, CSS3, JavaScript, PHP, MySQL, APIs, LAMP, Responsive Development

ARCHITECTURE & PLATFORMS

Solution Architecture, Systems Integration, WordPress, AEM, Sitecore, Kentico, AWS

MARKETING TECHNOLOGY

Salesforce Marketing Cloud, Pardot, Salesforce, HubSpot, Zeta, Eloqua, Marketing Automation, CRM, Email Technology

DEVELOPMENT & PRODUCTION

Git, GitHub, Bitbucket, VS Code, Adobe Creative Suite, ServiceNow

ANALYTICS & OPTIMIZATION

GA4, Looker Studio, Google Tag Manager, SEMrush, A/B Testing, Conversion Optimization

LEADERSHIP & STRATEGY

Technology Leadership, Technical Strategy, Product Strategy, Team Leadership, Stakeholder Management, Project Management, Technical Training