

Daniel Wenner

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About

Full-stack developer turned marketing technologist with 16 years of professional experience in a wide variety of work environments and a passion for problem solving and being creative. Seeking opportunities to apply and improve my skill set in a collaborative work environment where my contributions are recognized and I can enjoy a healthy work-life balance.

Skills

HTML, CSS, JavaScript, PHP, MySQL, Responsive Web Design, WordPress, Google Analytics, Google Tag Manager, Search Engine Optimization, Web Accessibility, Marketing Automation, Marketo

Experience

Manager, Marketing Technology - Somatus, Remote

Feb 2023 - Present

- Performed technical review of somatus.com, improving SEO, accessibility, UI/UX, administrative features, and web analytics collection using GA4. Facilitated emergency migration from Azure to WP Engine, improving speed, security, and maintenance requirements. Managed front-end development using CSS, JavaScript, and HTML to add new features and maintain visual consistency following major template updates.
- Created and published content for blog posts, news posts, and pages on somatus.com in WordPress CMS.
- Established best practices for Marketo, built and continuously enhanced email and landing page templates, created dynamic emails and web forms using Marketo snippets and audience segmentation, created trigger and batch smart campaigns, drip campaigns as well as campaign content, using UTM to track analytics when appropriate.
- Investigated data inconsistencies in Marketo database, corrected errors, cleansed data, provided reports, technical support, and managed communication with external vendors and Marketo support.

Web Developer - naviHealth, Nashville, TN / Remote

Apr 2019 - Feb 2023

- Collaborated with internal teams and an external agency to create a responsive site for [naviHealth.com](https://navihealth.com), leveraging WordPress, Gutenberg, Timber, GitHub and WP Engine. Took ownership of, maintained, and made enhancements to the site following launch. Continuously monitored and corrected SEO, accessibility and usability issues using Siteimprove and Yoast.
- Created dynamic web forms, email templates and automated campaigns in Marketo that synced to Salesforce.
- Built and maintained responsive sites in WordPress and mobile apps for conferences and events.
- Automated site backups using shell scripting, improved security, integrated analytics, and reduced technical debt on the websites that I inherited upon joining naviHealth.
- Identified and removed unnecessary services, consolidated team accounts, introduced a password management system and served as the marketing team's technical and web subject matter expert.

Application Developer - Vanderbilt University Medical Center, Nashville, TN

Aug 2012 - Aug 2018

- Redesigned VICC.org and corporate intranet sites, introducing responsive web design and a CMS built upon RESTful web services.
- Built and maintained responsive WordPress sites, coordinated with external teams, and provided UI/UX direction for web, desktop and mobile applications.
- Designed web and print materials to promote events and project releases.
- Created automated test scripts to perform quality assurance and to test site performance.

Senior Developer - Applied Health Analytics, Nashville, TN

May 2009 - Apr 2012

- Designed the UI/UX for and developed HIPAA compliant web applications with role-based access.
- Built administrative applications to manage internal operations related to invoicing, printing, shipping, sending email notifications, importing scanned survey data, and monitoring site usage and metrics.

- Built brand identity, including logo, websites, business cards and all print materials.

New Media Developer - Iostudio, Nashville, TN

Jan 2008 - May 2009

- Designed and developed sites to promote National Guard sponsorships with Dale Earnhardt Jr., IndyCar, AMA Pro Racing and 3 Doors Down.
- Developed an embeddable video player with event logging and database integration.

Education

B.S. in Interactive Media Design - Art Institute of Philadelphia, Philadelphia, PA

Sep 2004 - Sep 2007

- Graduated with honors and received the Academic Acknowledgement Award, Design Group Award, Special Achievement Award, and 8 Best of Quarter awards for Fundamentals of Design, Fundamentals of Authoring, Authoring Tools, E-Learning Production, Project Management, Introduction to User Centered Design, Fundamentals of Marketing, and Advanced Web Scripting.