



VIC CAO

STACK DEVELOPER
EXPERIENCE ARCHITECT
CREATIVE LEADER

BA
BUSINESS ADMINISTRATION
UNIVERSITY OF CENTRAL FLORIDA 2006

MBA
MARKETING
CRUMMER SCHOOL OF BUSINESS
ROLLINS COLLEGE 2010

- SKILLS
- | | |
|--------------------|----------------------|
| HTML5 | GOOGLE TAG MANAGER |
| CSS3 | VELOCITY JS |
| PHP | VIDEO JS |
| JAVASCRIPT | ADOBE CREATIVE SUITE |
| VUE JS | SKETCH |
| WORDPRESS | BOOTSTRAP |
| DRUPAL | GIT VERSION CONTROL |
| SHOPIFY | INVISION |
| GOOGLE API CONSOLE | WORKAMAJIG |
| GOOGLE ANALYTICS | ASANA |

- NOTABLE PROJECTS
- ONEPULSEFOUNDATION.ORG
 - VIRGINPRODUCED.COM
 - SANCTUARYSTUDIOS.COM
 - COMPANIESOFNASSAL.COM
 - FINDSOMEWINMORE.COM
 - CHS.ORG
 - CAMPNOCOUNSELORS.COM

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DEC 2016 • CURRENT

SEPT 2015 • NOV 2016

AUG 2014 • AUG 2015

OCT 2013 • AUG 2014

APRIL 2013 • OCT 2013

LEAD DEVELOPER

FINDSOME & WINMORE

- Primary lead in the development of all agency internal and client interactive deliverables.
- Provides estimating and scoping for all agency projects and proposals.
- Works cross functionally and with clients to ensure proper execution interactive mediums with respect to goals and objectives.
- Performs detailed and thorough analysis of front-end KPI metrics as well as provides deep understanding of valued web engagements and their function in the client sales funnel.

LEAD DEVELOPER

PROGRESSIVE DENTAL

- Led creative, front-end and back-end development of agency wide theme engines serving 90+ client delivered/launched sites in 2016.
- Served as primary designer & developer on high profile client projects.
- Rebranded Progressive Dental, redesigning the logo, tradeshow display booths, collateral and all branded material.
- Engineered advanced analytic frameworks powering unique events for all sites measuring user engagement (video, site interaction and scroll depth).

INTERACTIVE CREATIVE DIRECTOR

THIRTEEN05 CREATIVE

- Led all creation, concepting, design and development of client deliverables including: print, tradeshow display design, and web interactive.
- Concepted, designed, and instrumental in all front-end and back-end development of custom WordPress CMS sites.
- Worked with clients to gain insight on their business, goals, and sales cycles to develop interactive solutions based on real measurable goals to drive ROI.
- Led all creative presentations to clients in gaining concept/deliverable approval.

SENIOR ACCOUNT EXECUTIVE - DIGITAL INTERACTIVE PRODUCER

&BARR (FORMERLY FRY HAMMOND & BARR)

- Managed daily marketing advertising account/client service needs along with large scale digital interactive website projects.
- Led internal and external meetings and client presentation of creative and development.
- Coordinated internal and external resources and project managed multiple timelines to meet marketing material needs for various mediums.
- Provided detailed analytics and recommendations on various forms of online media with respect to ROI and KPIs.

DIRECTOR OF DIGITAL INTERACTIVE

DEVINE COMMUNICATIONS

- Managed the digital production and strategy of agency clients.
- Facilitated the implementation of 200 store build-out of online ordering for Hungry Howie's FL franchises.
- Developed and conceptualized content tactics for digital initiatives, including: email, social media and loyalty promotions.