

Daniel Santoro

Experience

WooCommerce Specialist – Automattic Inc. (WooCommerce Division)

March 2014 – April 2018

Global Company

- Provided support, troubleshooting, bug testing, and collaborative code development on hundreds of ecommerce sites globally for top brands.
- Developed early community processes and established video framework for new user onboarding and documentation.
- Created thorough cost/effort analysis reports of 300+ products to identify top products, areas to improve, and to identify workflow bottlenecks.
- Optimized company-wide workflows resulting in significant time saved.
- Presented at 25+ industry conferences across the United States on marketing, development, content management, small business, and media.

Online Marketing & Media Production Manager - Social Wildfire

June 2011 - January 2014

Cincinnati, Ohio

- Led global brand website redesigns to streamline user experience.
- Created brand tones and marketing strategies for online and physical retail.
- Designed and launched detailed email campaigns for promotions, sales, and education drip-learning to continue shopper engagement.
- Developed customer rewards programs and spurred user generated content through social media strategy and management (contests, apps, etc.)
- Produced, filmed, and edited product instructional and promotional videos for use online, in-store, and at trade shows.

Owner – VIAI LLC

January 2013 – Current

Cincinnati, OH

- Planned, designed, and developed websites, media, marketing, and email strategies for small to medium sized businesses.
- Managed third-party sales initiatives such as Amazon A+ Content Pages.
- Produced various types of media from promotional videos to photo shoots.
- Created consistent branding guidelines, graphics, and layouts.
- Developed multiple WordPress plugins, themes, and tutorials.

Education

University of Cincinnati - 2012

BFA: Electronic Media

Minor: Business Administration

College-Conservatory of Music

Carl H. Lindner College of Business

Internships

WCPO News Cincinnati

WLWT News Cincinnati

Commercial Production

Creative Services

Skills

HTML 5 & CSS 3

PHP & WordPress

Responsive Design

Graphic Design

Branding & Tone

Analytics & Sales

Ecommerce Management

Email Campaigns

Project Management

Workflow Optimization

Video Production

Camera & Lighting

Video Editing

Graphics & Effects

Software

Windows & MacOS

Microsoft Office Suite

Adobe Creative Suite

Google Apps for Business

Productivity Tools

Organizational Tools

Wireframing & Mockup

Multiple Coding IDEs

Final Cut Pro

Avid Media Composer

3D Modeling & Printing

Recognition

Eagle Scout

Boy Scouts of America

WLWT/Hearst

Television Award

E-Media 2012 Recipient

Certified Digital

Marketing Consultant

Radio Advertising

Bureau