

Daniel Santoro

danielsantoro.com
hello@danielsantoro.com

Experience

IT Applications Developer Lead – Siemens Digital Industries Software

July 2018 – Current

Milford, OH

- Developed and managed the Siemens DISW Blog Network (over 60 different integrated blogs), many with different needs, specifications, and modifications.
- Led the technical development of the Siemens Software Podcast Network with branding guidelines, custom development, and platform management.
- Built the DISW Certification site, allowing huge cost savings and flexibility for both student and professional certification. Developed integration with Credly.
- Developed and deployed various time-sensitive customizations and optimizations for the Solid Edge site and built connections to internal localization tools.
- Built a FAQ/Training Site to provide employees documentation and training.
- Responsible for building and maintaining AWS VPC and server infrastructure.
- Communicated daily with stakeholders and product managers to bring their visions and ideas to life with fast turnaround and frequent collaboration.
- Managed a team of WordPress developers with agile principles.

WooCommerce Specialist – Automattic Inc. (WooCommerce Division)

March 2014 – April 2018

Global

- Provided support and development on hundreds of large ecommerce brands.
- Developed early community processes and established video framework
- 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 world on marketing, development, content management, small business, and media.
- Led small teams of developers through special projects and new processes.

Online Marketing & Media Production Manager - Social Wildfire

June 2011 - January 2014

Cincinnati, Ohio

- Led global brand website redesigns to streamline user experience.
- Created branding and marketing strategies for online and physical retail.
- Designed and launched email drop campaigns for multiple brands.
- Developed customer rewards programs and spurred user generated content.
- Produced, filmed, and edited product instructional and promotional videos.
- Led multiple small, global development teams.

Education

University of Cincinnati - 2012

BFA: Electronic Media

Minor: Business Administration

College-Conservatory of Music

Carl H. Lindner College of Business

Skills

Amazon Web Services
Agile Methodology
Code Development
Cost Savings
Fast Learning
Enterprise-level Architecting
Planning & Target Setting
Problem Solving
Project Management
Stakeholder Collaboration
Solutions Architect
Streamlining Workflows
Team Collaboration
Time Optimization
Web Development
WordPress Development

Software / Other

Adobe Creative Suite
Atlassian Suite
Audio & Video Production
Coding IDEs & Tools
GitHub / SVN
Google Apps for Business
Microsoft Office Suite
Mockups & Prototyping
Organizational Tools
Productivity Tools
Wireframing
3D Modeling & Printing

Recognition

Eagle Scout

Boy Scouts of America

Hearst TV Award

E-Media 2012 Recipient