

ANTHONY ZAINO

Web Developer | Front-End, CMS, SEO & Digital Branding

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PROFESSIONAL SUMMARY

Business-focused web developer with 6+ years building and optimizing production websites. Served as the primary in-house developer for S&P USA and Canada, combining front-end development, CMS management, web design, digital brand implementation, technical SEO, analytics, accessibility, and customer-facing content.

CORE SKILLS

Front-End: HTML5, CSS3, JavaScript, React, Next.js, responsive UI, Web Components, accessibility

CMS & Content: WordPress, Elementor, HubSpot CMS, Yoast, landing pages, product messaging, web copywriting

SEO & Analytics: Technical SEO, Core Web Vitals, structured data, redirects, GA4, GTM, Search Console, SEMrush

Design & Delivery: Digital brand implementation, Adobe Creative Suite, UX wireframing, Git, GitHub, Vercel, IIS

PROFESSIONAL EXPERIENCE

Web Developer - S&P USA Ventilation Systems | 2022-2025

- Owned day-to-day development and maintenance for U.S. and Canadian corporate websites, shipping front-end and content projects from stakeholder request through production.
- Built reusable components, landing pages, product pages, application content, and interactive tools using HTML, CSS, JavaScript, JSON, Web Components, and IIS/web.config.
- Implemented digital brand updates and wrote or refined customer-facing product, application, landing-page, and campaign copy while preserving technical accuracy and brand consistency.
- Improved measured organic search visibility by 80%+ through technical SEO, Core Web Vitals work, structured data, redirects, content improvements, and analytics.
- Supported HubSpot CMS, a sister-company WordPress redesign, accessibility, rep-locator tools, and EN/FR-CA content across two markets.

Founder & Lead Developer - Odds on Deck | 2024-Present

- Built and operate a live sports-odds research platform comparing lines from 10+ sportsbooks across MLB, NFL, and NHL.
- Reduced third-party API costs by approximately 90% through batched requests and game-time-aware caching.

Founder & Developer - Kids Color Station | 2024-Present

- Built a Next.js educational content site with Firebase-backed publishing, search and category architecture, authentication, SEO content strategy, GA4/GTM, and AdSense.

Co-Director & Lead Developer - Citrus Kings Hockey | 2017-Present

- Created the original organization site in 2017, rebuilt it in React in 2022, and continue supporting rosters, youth programs, tournaments, content, and analytics.

SELECTED WORK

- [S&P USA & Canada Case Study](#): Corporate web ownership, digital branding, content, technical SEO, accessibility, and multilingual market support.
- [RenewAire WordPress Redesign](#): Elementor build-out, WPForms, Yoast SEO, content migration, and translation workflows.

EDUCATION

B.S., Entertainment Business - Full Sail University, Winter Park, FL

Course Director Award in Professional Writing