

# Sandro A. Pacella

<https://sandropacella.com/> | <https://github.com/SandroPacella/>

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**Languages:** JavaScript/TypeScript (React, Node.js), PHP, Shell Script | **Learning:** ASP.NET, Jest

**Technical Stack & Tools:** React, HTML/CSS, TypeScript, RESTful APIs, Git/GitHub, Visual Regression Testing (BackstopJS, LambdaTest), WordPress (custom plugins), Python, Google Apps Script, Next.js, DNS/Email Security (DMARC, DKIM, SPF), Command Line Tools, Avada, AI-Assisted Development (Cursor)

## PROFESSIONAL EXPERIENCE

### Marketing & Technology, Developer

March 2023 – present

*Prepory: College Admissions Counseling & Career Coaching*

Davie, FL

- Led end-to-end development and optimization of company's primary web platform (600+ pages), serving as sole developer, responsible for leadgen optimization, checkout flows, content management system, and remaining web functions
- Maintained and enhanced React-based lead acquisition form reliably handling hundreds of monthly submissions, implementing new features and managing version control through Git
- Developed suite of real-time business intelligence dashboards using React and HubSpot's RESTful APIs to visualize key metrics including lead-conversion metrics such as qualified-consult-booking-rate
- Successfully executed migration of enterprise website from Elementor to Avada framework, managing both staging and production environments with zero downtime
- Implemented comprehensive testing strategy using BackstopJS for visual regression testing, ensuring consistent UI across 600+ pages during deployments
- Designed and developed WordPress plugin using PHP to centralize management of HubSpot-embedded checkout forms, reducing update time from hours to minutes
- Built Python automation system to manage review collection process, strategically routing public-review invitations based on customer Net Promoter Scores
- Engineered automated commission calculation system integrating HubSpot CRM data with React-based lead form to process partner payouts
- Developed calendar automation using Google Calendar API, updating multi-calendar availability based on cancelations
- Created WordPress plugin for server-side rendered table of contents, optimizing above-the-fold content delivery and improving page load times from seconds to milliseconds
- Collaborated daily with design team to implement UI/UX improvements while maintaining technical best practices

### Marketing & Technology, Coordinator

April 2022 – February 2023

- Managed technical implementation and optimization of company blog, including content management, SEO, and performance optimization
- Architected and implemented CRM lead-tagging system, dramatically streamlining automation and reporting across multiple departments
- Developed automated reporting dashboard integrating HubSpot and Google Sheets APIs to provide real-time visibility of 40+ leadgen metrics
- Built custom integration between Google Sheets and website to enable non-technical staff management of scheduling system
- Implemented email authentication protocols (DMARC, DKIM, SPF) reducing spam flagging rate below industry average
- Established media asset optimization workflow using FFmpeg and ImageMagick, enabling design team to maintain high-performance, high-quality assets
- Mentored two interns who assisted with automations and reporting, receiving formal accolades for outstanding leadership

### Enrollment/Sales, Coordinator

September 2021 – March 2022

## ADDITIONAL PROFESSIONAL EXPERIENCE

### President

June 2021 – May 2022

*Alpha Kappa Psi – Omega Rho Chapter*

Davie, FL

- Led chapter operations and strategic planning, coordinating multiple committees and ensuring delivery of objectives
- Oversaw chapter's digital presence including website, social media, and online systems
- Facilitated inter-chapter collaboration, coordinating joint events and initiatives across multiple locations

## EDUCATION

### Bachelor of Science in Business Administration: Marketing

May 2022

*Nova Southeastern University (NSU)*