

Tyler S. Pierce

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Front-End Web Developer Web Strategist

Experience

Team Lead, Web Services

Marketing & Communications | Rochester Regional Health

November 2019 - Present
Rochester, NY

- Responsible for designing, leading development, enhancing and maintaining the digital web presence of Rochester Regional Health.
- Develop functional and appealing websites including microsites, landing pages, web apps, email campaigns, and web components for main website utilizing HTML, CSS and Javascript.
- Monitor all 24 web properties for consistency and compliance with company brand standards, and Federal ADA web regulations.
- Manage all website Content Management Systems including WordPress and Sitecore.
- Manage change request process and ticket system for website updates, ensuring tickets are completed and other web team members are contributing equally.
- Participate in all phases of web projects including design, development, testing, and production; working closely with web, marketing, design, and video team members.
- Manage web development, support procedures, tools, and documentation.
- Responsible for creating all GTM tags, analyzing KPIs, and reporting on digital analytics.
- Manage company web domains, ensuring all domains are kept up-to-date including domain renewals, SSL certifications, DNS mapping, and website acquisitions.

Front-End Web Developer

Marketing & Communications | Rochester Regional Health

May 2015 - November 2019
Rochester, NY

- Responsible for developing the front-end experience of websites by using the latest web trends and web technologies through HTML, CSS, and Javascript, to build mobile-first responsive websites.
- Develop functional websites and web components including; WordPress sites, microsites, landing pages, Sitecore web components, and HTML emails, by translating UI/UX designs from the design and UX teams, into reusable code.
- Optimize web and mobile applications for maximum speed and scalability.
- Assist back-end developers with coding and troubleshooting.
- Manage redirects and UTM tracking for sites including domain redirects and Vanity URL's.

Co-Founder

CollegePulse | Wyvrn, LLC

June 2015 - January 2017
Rochester, NY

- Founded a startup that developed software for higher education institutions to measure student opinion, analyze trends, and direct policy with confidence.

Vice President

Student Government | Rochester Intitute of Technology

April 2014 - June 2015
Rochester, NY

- Represent and advocate for 18,000+ students across 4 campuses globally.
- Manage and directly supervise 14 employees.
- Chair, establish, and manage several committees.
- Work closely with university senior administration to accomplish goals and bring ideas and projects to fruition.
- Present and report to RIT's Board of Trustees bi-annually.

Leadership & Community Service

Monroe 200 Millennial Initiative - Member of the Recreation & Culture Committee

- Work with Monroe County Executive and local area leaders to help define and develop a community plan for retaining millennials in Monroe County, Rochester, NY.

Wallace Center Library Board of Directors - Member of Committee

- Work with staff to support and direct the future of Library and Support Center.
- Provide feedback and opinions on changes to Library on behalf of community.

Education

Rochester Institute of Technology Saunders College of Business

Bachelors of Science in
Management Information Systems
Minor in Web Development

GPA: 3.59 / 4.00
Graduated in May 2015

Proficiencies

Productivity & User Experience

- Adobe Creative Suite
- Figma, Miro, InVision
- GitHub, Bitbucket
- Jira, Basecamp, Wrike, Asana

Web Development

- HTML 5, CSS, SCSS, XML, JS, JSON
- Sitecore, Unbounce, WordPress

Frameworks

- BEM
- Bootstrap, Material Design
- Node.JS, Angular, JQuery

Server Management

- Infoblox DNS
- Microsoft Azure
- Pagely

Web Technologies & Tools

- Formstack, JotForm, Survey Monkey, Wufoo Forms, Zoho forms
- Zapier
- Act-On CRM
- Rebrandly
- YEXT Reputation Management

Web Analytics & Reporting

- Google Analytics
- Google Tag Manager
- Google My Business
- Siteimprove Analytics
- Moz SEO Analytics
- HotJar

Motivations

- Beautiful web design and digital strategy.
- Technology and web trends.
- Web analytics - UTM tracking, KPIs, CTAs, and user behavior.
- Finding new and creative ways to accomplish complex problems.
- Transforming content into organized user-friendly, SEO-ready web pages.
- Being a part of a team and working with others who are like-minded.