

Daniel Spagnoli

Creative Technologist - Web Developer
Digital Marketing Strategist

Hello

I'm a digital marketing focused creative technologist capable of handling both development and strategy for organizations large and small. I know how to tap into the creative power of new technologies to create high impact experiences that drive both brand awareness and direct response. I also have the development skills to lead creation and execution of ideas. I'm your bridge between creative marketing and technology.

Education

Parsons School of Design
BFA, Design & Technology - 2008

Skills

HTML5/CSS	Javascript/jQuery
MySQL/MongoDB	Node/Express
Vue/React	Python
PHP	Cloud Deployment
Tech Support	Broadcast Design
After Effects	Final Cut Pro
Photoshop	Game Development
Arduino	Raspberry Pi
Windows/Mac/Linux/DOS	

Experience (XP)

Director of Marketing Technology VH1 / LOGO TV - Present

Responsible for multiplatform marketing initiatives for both VH1 and LOGO Television stations.

- App Development for interactive TV social experiences to promote shows including polls, voting, trivia, and more.

- In house apps to streamline social creative development and social sharing

- Database/API driven messaging system development for both on-air and digital streaming.

- Using KPIs and social reports to develop recommendations for digital marketing initiatives

- Technology consulting including reviewing software and hardware vendor offerings

Previous

Manager, Multiplatform Development VH1/LOGO 2012-2016

Broadcast Production VH1 2009-2012

Business Technology Consultant Geek Squad 2004-2009