

Colin Mulcare

Norwood, NJ 07648

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cmwpdev.com

Education

RUTGERS UNIVERSITY

BA – Business Administration

May 2021

- 3.72 GPA
- Cum Laude

MERCER COUNTY COMMUNITY COLLEGE

AS – Business Administration

December 2018

Experience

CODÉDEX

Email Marketing Associate(MailChimp)

Brooklyn, NY

January 2024 – Present

- Develop new strategy to engage users and reengage inactive users.
- Report analytics to track results of key metrics.

NORTHEASTERN RETAIL LUMBER ASSOCIATION (NRLA)

Executive Web Developer

Rensselaer, NY

June 2022 – Present

- Developed and redesigned 4 websites on WordPress using Elementor, Essentials Addons, Crocoblock plugins, HTML, CSS, PHP, JavaScript, and SQL.
- Notable websites: nrla.org, abmalliance.org, lbmexpo.net, ideasshow.net.
- Designed and implemented a software solution for lead retrieval at trade shows, streamlining data collection and improving participant engagement.
- Developed custom iOS and Google Play mobile apps for trade show utilizing App My Site.
- Managed the migration of Email Marketing Service from Active Campaign to MailChimp.
- Oversaw the transition of forms packages from Form Stack to Form+.
- Conducted staff training on WordPress post creation, MailChimp campaign and template creation, and form creation using Form+.

GRANDPA PETE’S SUNDAY SAUCE

Web Developer

Catskill, NY

February 2022 – Present

- Rebuilt the website using WordPress, Elementor, and WooCommerce, enhancing the user interface for improved customer experience.
- Create email campaigns using Fluent CRM.

CHICKEN HOLIDAY

Assistant Manager

East Windsor, NJ

April 2014 – June 2022

Technical Expertise

- Web Development: WordPress, HTML/CSS, JavaScript, PHP, SQL
- Email Marketing: MailChimp, Fluent CRM and experience with Active Campaign
- WordPress Plugins: Elementor, WooCommerce, Essential Addons, Yoast SEO, SEO Press, Crocoblock
- Search Engine Optimization (SEO)

Personal Activities

- Playing guitar
- Expanding coding language proficiency
- Learning Spanish
- Enjoying professional sports