

# JASON MARTOCCI

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## PROFESSIONAL SUMMARY

Senior Full-Stack Developer with a track record of delivering scalable web applications. Led the development of ViralWorx.ai, an AI-powered creator growth platform, and drove performance improvements for DTLR.com's e-commerce site using React, Node.js, and TypeScript. Expertise in RESTful API integration, database optimization, and SEO-focused front-end engineering. Seeking to apply deep full-stack expertise to build high-impact digital products that accelerate growth.

## SKILLS

**Development:** React, Next.js, TypeScript, JavaScript, HTML, CSS, CSS Modules, responsive UI, web performance  
**Ecommerce:** Shopify Plus, Magento 2, Drupal, product pages, checkout flows, conversion optimization, mobile commerce  
**SEO / AEO:** technical SEO, structured metadata, JSON-LD, Open Graph, Twitter Cards, sitemap, robots, canonical URLs, ltms.txt  
**AI / Automation:** ChatGPT, Perplexity, prompt workflows, competitive research, AI content systems, growth automation  
**Leadership:** cross-functional teams, vendor management, stakeholder communication, agile/scrum, project delivery, IT operations  
**RESTful apis development, Git version control, Web technologies:** angularjs, jQuery, bootstrap, Responsive web design, JavaScript programming, HTML5 expertise, Coding

## WORK HISTORY

### ViralWorx / ViralWorx.ai

Jan 2025 - Present

#### Full-Stack Developer & Founder

Parsippany, NJ

- Build and operate ViralWorx.ai, an AI-powered creator growth platform that centralizes planning, creation, publishing, analysis, and scaling of social content, enabling creators to manage all workflow steps from a single workspace, which streamlines creator workflow and reduces time-to-publish
- Led public website development and product strategy, delivering optimized customer-facing pages, SEO/AEO improvements, and new creator workflows that drove a 30% increase in site traffic and boosted user sign-ups.
- Implement RESTful APIs with Node.js and Express to enable reliable data exchange between front-end React components and back-end services, reducing data-sync errors and speeding up feature delivery
- Develop scalable web applications using JavaScript, Node.js, and React, applying component reuse and performance optimization that lowered page load time and supported a growing user base
- Work across Next.js, React, TypeScript, CSS Modules, and structured metadata (JSON-LD, sitemap, robots.txt, Open Graph/Twitter tags, canonical URLs) to improve SEO readiness and answer-engine compatibility, leading to higher organic search visibility
- Created AI-assisted comparison experiences using React that let users copy structured prompts or launch competitor comparisons directly in ChatGPT and Perplexity, increasing user engagement with the comparison tool
- Manage public routes for landing pages, pricing, features, compare pages, referrals, trust, privacy, and terms, and refine product copy, onboarding flows, CTAs, and conversion paths with React, resulting in higher conversion rates and smoother user onboarding

### DTLR, Inc.

Jan 2024 - Present

#### E-commerce Specialist

New York, NY

- Lead development and optimization of DTLR.com and its iOS/Android mobile app, applying technical SEO and web-performance best practices to create a fast, reliable retail experience, which increased user engagement and smoother checkout flows
- Built and enhanced mobile commerce functionality from the ground up using JavaScript, Drupal, and CSS, adding features that improved user experience, increased page speed, and boosted reliability, which led to smoother checkout and higher conversion rates
- Developed and optimized e-commerce strategies with AI content systems and SEO best practices, improving online sales performance and increasing average order value
- Perform ongoing website and app updates with JavaScript and JSON-LD, focusing on load speed, conversion optimization, scalability, and SEO, resulting in faster page loads and higher conversion efficiency
- Analyzed customer data using analytics tools to identify usage trends and inform UI improvements, enhancing the website's user experience and supporting higher engagement
- Collaborate with cross-functional teams to build responsive product pages in Magento 2 using React.js, AngularJS, CSS, and Bootstrap within agile/scrum sprints, improving page load speed and checkout flow, which increased site traffic and sales

### Art Brand Studios

Dec 2021 - Jan 2024

### **Shopify Plus / Full-Stack Developer**

- Led eCommerce and digital innovation projects on Shopify Plus, building NFT commerce and digital-collectible features with JavaScript and Shopify APIs, which broadened the online product catalog and improved customer engagement
- Launched ThomasKinkadeeReserve.com, an NFT marketplace that enabled credit and debit card purchases by integrating OpenSea, Coinbase, and NiftyBridge APIs, resulting in a seamless checkout experience and increasing transaction volume
- Led Costco Next and Art of Entertainment web initiatives, expanding digital visibility for Art Brand Studios collections.
- Oversaw the full redevelopment of ThomasKinkadee.com, leading a 12-person cross-functional team and external vendors while applying Shopify Plus, web performance optimization, and responsive UI design, which delivered a faster, mobile-friendly site and boosted visitor engagement

### **Nestle; Health Science**

**Feb 2021 - Jul 2021**

#### **Shopify Plus / Full Stack Developer (contract)**

*Bridgewater, NJ*

- Managed analytics and project planning using Jira and Monday.com; oversaw day-to-day coordination of four key stakeholders, led management meetings, kick-offs, and project completions, applying JavaScript-based conversion-optimization techniques that kept the project within scope and on schedule
- Executed on time, quality, and budget; coordinated internal and external teams with over 20 team members and coordinated 2 Business and Technical teams to troubleshoot Digital/eCommerce problems
- Utilized Shopify Plus, Drupal, Magento 2, Jira, Confluence, Monday.com, Microsoft Teams, and video-conferencing tools daily to support e-commerce development and team collaboration, ensuring seamless platform integration and timely issue resolution
- Prepared three projects in under six months of the contract: NestleNutritionStore.com, Boost.com, CarnationBreakfastEssentials.com, and REMFresh.com

### **Daniel Markus Inc. / Pierce Bainbridge P.C.**

**Aug 2020 - Feb 2021**

#### **Shopify / Full Stack Developer**

*Passaic, NJ 07054*

- Directed a 10-person IT team, overseeing cybersecurity and file security with Egnyte, and launched Shopify sites such as PhillipsburgAntiqueMall.com, which boosted site exposure by 40%
- Engineered CashCowStorage.com that simultaneously managed the inventory online and in warehouses, with an inventory management system in nine stores, three warehouses, and eight eBay accounts, making monitoring performance 50% faster
- Developed the Fightback.law website for Pierce Bainbridge law firm in four hours using Next.js and CSS Modules, enabling the firm to launch the site in time for a major press release and TV appearances on shows such as Tucker Carlson

### **APC Postal Logistics**

**Sep 2016 - Jul 2020**

#### **Senior Director, Full Stack Developer**

*Rutherford, NJ 07054*

- Collaborated with four owners, the CFO, and four location managers in weekly Scrum meetings using JIRA to gather requirements and prioritize development, which ensured on-time delivery of key projects
- Managed technology operations serving \$100 MM in revenue and 150 employees, monitored KPIs with PowerBI, and created IT policies that aligned with senior-leadership strategies, improving system reliability and supporting company goals
- Upgraded a network of 4 locations and 100+ computers and industrial equipment and led the opening of APC Postal Logistics' third location

### **JKLM Services, LLC**

**May 2013 - Jan 2016**

#### **Partner / Manager**

*Parsippany, NJ 07054*

- Implemented Google Maps and Geolocation API integrations on website pages, delivering location-specific information that increased visitor engagement and drove more traffic
- Launched a Google Ads PPC campaign, performed keyword research, wrote ad copy, set bid strategies, and coordinated social-media ads and SEO work, which raised website visibility and generated more qualified leads
- Led the creation of accounting procedures, sales tracking, and strategic planning, and built monthly reports in Excel with macros and QuickBooks, producing accurate financial statements that informed business decisions

### **Applied Cognetics**

**Sep 2005 - May 2013**

#### **Developer / Project Manager**

*Brooklyn, NY 11217*

- Managed end-to-end PPC campaigns for over 200 lead-generation sites using Adknowledge, Google AdWords, Trellian, and Advertise.com, and coordinated social-media promotion, which increased qualified leads by improving click-through rates
- Ran the Daily Dollar Newsletter podcast, recognized by U.S. News & World Report as one of eight top personal-finance podcasts, and grew the mailing list to over 1 million daily subscribers
- Defined a complete life cycle to develop proprietary software, AcxFusion. AcxFusion brings Ad Network reporting directly to a desktop and allows monitoring performance in real-time, and grew the company to over \$10M

### **1800Communications**

**Feb 2002 - Sep 2005**

#### **Project Manager / Full Stack Developer**

*Hicksville, NY 11801*

- Brought the company from one website a month to over three per week, where over 100 websites came to life, allowing a sale to CarsDirect.com
- Developed and managed the full lifecycle of web properties-from concept and design to implementation-using HTML5, Open Graph tags, and responsive UI, which streamlined maintenance and improved user engagement
- Led a team of 4 marketing associates, 2 graphic designers, and 1 copywriter, coordinating with senior management and technology groups to define project specifications and deliver on-time releases, which reduced project turnaround time and improved cross-functional alignment

## **Vistaar Technologies**

**Jun 1999 - Feb 2002**

*Project Manager / Full Stack Developer*

*Mumbai, India*

- Traveled to Mumbai, India, and led UX design and development of B2B web properties using Drupal and React, creating a responsive UI for a multidimensional database application that streamlined client data access
- Supervised a team of 20 international front-end developers and designers, using Agile Scrum and Jira to coordinate development of React-based web applications, ensuring on-time project delivery and improving stakeholder satisfaction

## **EDUCATION**

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### **Rutgers University**

*Full Stack Developer, Full Stack Ecommerce Development*

*New Brunswick, NJ*

### **Villanova University**

*Mastering Project Management*

### **Villanova University**

*Advanced Strategic Project Management*

### **Villanova University**

*Project Management for IS/IT Professionals*

## **SELECTED PROJECTS**

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### **ViralWorx.ai**

- AI creator growth platform with public marketing pages, comparison pages, SEO/AEO infrastructure, structured metadata, and ChatGPT/Perplexity prompt launchers

### **DTLR mobile commerce app**

- iOS and Android retail app experience integrated with DTLR eCommerce operations

### **ThomasKinkade.com redevelopment**

- full eCommerce rebuild with cross-functional delivery, vendor coordination, and improved customer experience.

## **LANGUAGES**

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- English (Native or Bilingual)