

DANIEL STAHL

MULTIMEDIA SPECIALIST

ABOUT ME

I am an innovative multimedia developer with a knack for turning ideas into sleek, award-winning websites and engaging web ads. I blend strong design instincts with technical expertise in html5, css, javascript, and animation to craft immersive, high-impact digital experiences. Always pushing creative boundaries while staying sharp on strategy and user experience.

EXPERIENCE

Independent Multimedia Specialist **STAHL**

Jun '23 - PRESENT

Madison Heights, MI

Design and maintain a number of limousine & hearse websites for Kellerman Professional Vehicles. Also executing display ad design and animation for Medicare as well as image production and compression, videography and retouching for Albemarle, a specialty chemical manufacturer.

- Responsible for design, launch & maintenance of a number of automotive websites for limousine service and hearse business for Kellerman family out of Ohio.
- Catalog, Inventory and Download imagery, cut to size based on use-case and Figma board layout
- Display ad design and production for MEDICARE, CHIP (Children's Health Insurance Program)
- QA testing of CDC Milestones Mobile App via Terminal, Xcode, Simulator and Adobe Analytics

Senior Front-End Web Developer/Production Designer **MakerhouseWW**

Dec '14 - Jun '23

Detroit, MI

Led the internalization of Retail First Tier II Regional Dealer ad banner production for Ford and Lincoln, building and leading a dedicated team to support the program and drive expansion beyond Google DV360.

- Led the successful transition of Ford and Lincoln's Retail First Tier II ad banner production in-house, improving control and collaboration.
- Led recruitment and onboarding of two skilled developers within first six months, doubling team capacity.
- Delivered increased operational efficiency and substantial cost savings for both MakerhouseWW and Ford.
- Drove service expansion that unlocked new revenue streams and positioned the team for continued growth and innovation.
- Fostered cross-department collaboration to tailor deliverables including non-dynamic and Ansira-dynamic ads to specific business needs.
- Demonstrated agility and versatility by taking on additional Production Artist responsibilities mid-2021.

Senior Interactive Developer/Digital Production Designer **Aquent**

Jul '11 - Dec '14

Detroit, MI

As a contractor, collaborated with creative leads, writers, and account teams to deliver custom WordPress interfaces for McKesson Pharmaceutical, along with advanced jQuery/CSS functionality, wireframes for customer portals, and responsive web and email content.

- Produced high-impact web content using HTML5, CSS, JavaScript, jQuery, WordPress, and Flash, consistently meeting deadlines in fast-paced environments.
- Improved team efficiency by introducing animation techniques and file optimization strategies to meet IAB specifications.
- Built lasting professional relationships at Doner Advertising and J. Walter Digital, contributing to advancement into a Senior Digital Developer role at MakerhouseWW.

Flash Engineer/Quality Assurance Specialist **ePrize**

Feb '10 - Jul '11

Ferndale, MI

Partnered with Creative and Account teams to develop interactive microsites and branded gaming experiences for global clients including Microsoft, Coca-Cola, and FedEx, leveraging Flash (ActionScript 3), HTML5, CSS, and JavaScript.

- Earned trust and delivered results in a fast-paced, high-volume production environment.
- Transitioned to the Quality Assurance team, expanding both personal skill set and organizational value.
- Ensured functionality and user experience through meticulous testing across development, staging, and live environments.

EDUCATION

Bachelor Of Arts in English **Olivet College**

Dec 1991

Olivet, MI

CONTACT

dan.stahl@icloud.com | 248.890.7441 | <https://www.danstahl.com>

STRENGTHS

Leadership

Directed a team of three front-end developers to successfully internalize display ad banner production, enhancing operational efficiency and driving business expansion.

Problem-solving

Resolved complex HTML/CSS/JavaScript animation challenges, boosting ad reach and unlocking new revenue streams for the agency.

Attention to detail

Optimized QA processes for DV 360 dynamic and non-dynamic banners, training the development team to reclaim significant turnaround time per ad unit.

Versatility

Utilized layout and print production expertise to excel as a Production Artist for various teams, bringing a unique perspective from my account management background to creative solutions.

SKILLS

- Adobe Creative Suite: Photoshop, Illustrator, Animate, InDesign, Lightroom, Audition, Premiere Pro, After Effects
- HTML5, CSS, Javascript
- WordPress
 - Elementor
 - Slider Revolution
- Mailchimp
- Rapid Prototyping
- Google DV 360 Marketing Platform
- Final Cut Pro X
- Version control systems (Git, Bitbucket)

DEVELOPING SKILLS

- Figma
- Adobe Analytics
- Google Analytics
- Headless CMS