



Pete LaMalfa

Front End Web Developer,
Jazz Pianist

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 New York City

Bio

I am a front end web developer and a professional jazz pianist. I am always enthusiastic about taking on new challenges and finding ways to grow as a developer and a human. When I'm not coding, you can find me at the piano, exploring world cuisines and traveling to new places.

Front End Skills

 HTML

 Photoshop

 CSS

 After Effects

 React

 Bootstrap

Back End Skills

 JavaScript

 SQL

 Git

 Node.js

Experience

Front End Developer & Project Manager, Xaxis

2017 - Present

-Responsible for planning, designing, and developing programmatic advertising campaigns that serve hundreds of tailor-made creative variations, triggered by custom data signals and triggers

-Manages campaign teams made up of designers and developers and acts as a bridge between Creative and Account teams

-Used Adobe After Effects and other software partners to develop our Dynamic Video unit, an innovative offering that drastically cuts video production time and cost by using information from a database and generating countless variations at once

Piano Teacher, Mobile Music NYC

2016 - 2019

-Taught private piano lessons to students of all ages, specialized in young beginners

-Incorporated current pop music and favorite artists of students as a vehicle to teach foundational music theory

-Worked with parents of young students to outline short-term and long-term goals, practice schedules, assignments, etc

Education

General Assembly
Web Development Immersive
New York, NY

Portland State University
MM in Jazz Studies
Portland, OR

SUNY Purchase
BM in Jazz Studies
Purchase, NY