SEAN SORDO

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SUMMARY

I am a results-driven IT and digital marketing professional with 15+ years of experience leading digital transformation initiatives that enhance operational efficiency, scalability, and business growth.

A South Florida native, husband, and father of five, I bring a passion for delivering exceptional user experiences, streamlining complex processes, and driving automation to boost productivity. I thrive in fast-paced, performance-driven environments where attention to detail and innovation are key.

CAREER

Senior Software Engineer   *RedStone Ranches | 2024 - Present*

- *Architected a custom e-commerce web platform from inception to launch, enabling online booking, merchandise sales, and food truck orders—driving the business from concept to revenue generation.*
- *Accelerated growth by implementing SEO strategies that increased homeschool enrollment by over 200% YoY and boosted barnyard/farm attraction foot traffic.*

Tech Lead (Part-Time - Sundays)   *The Pink Church | 2024 - Present*

- *Directed AV systems and tech booth operations for impactful worship services and expanded digital engagement leading toward over 150% increase in online streaming viewers on average.*

Principal Technical Web Specialist   *Zillow Group, ShowingTime+ | 2022 - 2024*

- *Launched the ShowingTime+ brand for Zillow Group, integrating M&A products (dotloop, ShowTime, Bridge Interactive, Aryeo) into a unified platform, executing go-to-market strategies, and delivering scalable, compliant solutions—contributing to ~143% stock growth over 2 years.*
- *Automated marketing workflows, improving campaign performance by 35% and doubling lead conversion accuracy.*

Senior Web Product Owner   *New Horizons Computer Learning Center | 2020 - 2022*

- *Partnered with CTO & CMO to align technical architecture, sales enablement, and marketing across U.S., international, and 30+ franchise locations—launching an e-commerce platform generating $3M+ annual revenue.*
- *Led offshore dev and DevOps teams to meet performance, security, and timeline standards.*

Director of Web Application Development   *Florida Atlantic University | 2008 - 2020*

- *Managed 100K+ CMS pages across domains, sustaining 1M+ monthly unique visitors and increasing traffic via targeted SEO/SEM strategies.*
- *Drove strategic plan that propelled Florida's #1 Most Improved University ranking and delivered 15% higher-quality incoming classes.*

EDUCATION

Florida State University

*Master of Science
IT Management*

*Bachelor of Science
Information Studies*

SKILLS

Industry Knowledge

Website Strategy, Digital Go-to-Market Strategy, Full-Funnel Digital Marketing, Search Marketing, Data-Driven Optimization

Interpersonal

Cross-Functional Leadership, Organizational Development, Growth Mindset, Problem-Solving, Continuous Learning