

DEAN PALERMO

Founder & Creative Director • Elettro Studio • Davie, Florida
310-408-6687 • dpalermo@elettro.com • Elettro.com • linkedin.com/in/deanpalermo

PROFESSIONAL SUMMARY

Multi-disciplinary digital studio founder with 20+ years building websites, content systems, and digital marketing programs for clients across healthcare, nonprofit, hospitality, legal, and professional services. Specializes in high-performance web development featuring 9+ out of 10 SEO and AI schema scores, validated structured markup, and Google Sheets-powered CMS architectures that allow clients to update live content without developer involvement. Operates as a solo studio principal, managing full project lifecycles from discovery and design through development, deployment, search optimization, paid media, and ongoing management.

WORK EXPERIENCE

Founder & Lead Production Director *September 2011 – Present* ELETTRIO INTERACTIVE • Davie, FL

- Operate a full-service creative production studio delivering custom web design & development, SEO, AI schema optimization, Google Ads, content production, and digital marketing for clients across South Florida and nationally.
- Build all websites with technical SEO foundations and fully validated AI schema markup (JSON-LD), consistently achieving 9+ out of 10 SEO and AI visibility scores — ensuring clients rank in both traditional search and AI-driven discovery platforms.
- Develop Google Sheets-powered CMS architectures that allow clients to manage and update website content sections in real time without any developer involvement — enabling frequent, low-friction content refreshes at scale.
- Key client productions: Seascape Resort & Marina (FL Keys), Blue Card nonprofit (Holocaust survivor support), Weight Loss Davie medical clinic, MBEInitiative.com, Rosenberg Injury Law, and others.
- Manage Google Ads campaigns including account structure, keyword strategy, ad copy, landing page alignment, and ongoing spend optimization for active client accounts.
- Maintain a dynamic Laravel web application for a medical weight loss clinic: medication tracker, patient progress monitoring, and provider-facing management tools.
- Execute digital content solutions for the Navy SEAL Foundation, NeverThirst Water, Don Pablo Coffee

Founder & Executive Producer *December 2025 – Present* STASHBOX • Global / South Florida

- Grew Stashbox YouTube channel from 115 to 6,700+ subscribers in two months through platform-native content strategy, batch production, paid amplification, and continuous optimization.
- Distributed 170+ original songs worldwide across Spotify, YouTube Music, and Apple Music — spanning reggae, hip-hop, pop, and meditative/ambient genres.
- Produced and released artist tracks for Tahiti Cora (South Florida Top 20 Influencer) and The Ras Box, with multiple tracks trending on Instagram and Facebook Reels.
- Architected and launched Stashbox Radio (stashbox.com/radio) — a custom RDS-backed media platform built on AWS Lambda, API Gateway, PostgreSQL/RDS, and S3, with a public music/video player, admin publishing console, ad server with count-based and seconds-based break methodologies, persistent likes, Shopify product integrations, and a full analytics event pipeline; static frontend hosted on GitHub Pages.

Partnerships & Head of AI Strategy *July 2024 – Present* DON PABLO COFFEE • Miami, FL

- Direct AI-powered creative production across owned and paid social channels; translate complex AI strategy into creator-led content for private-label partnerships with non-profits, corporations, and influencers.
- Produce custom promotional video content using an in-house green screen studio for social, partnership presentations, and sales campaigns.

Global Organic Social Media Senior Project Manager *August 2022 – September 2023* AUDIBLE (AMAZON)

- Remote
- Translated complex entertainment narratives into global social media strategy across 10 international markets with multimillion-dollar paid amplification budgets.
- Directed talent and liaised with major IP partners and celebrity talent — including Disney, Marvel, DC Comics, Star Wars, Harry Potter, Lord of the Rings, Alicia Keys, Snoop Dogg, Mariah Carey, Dave Grohl, Tyler Perry, Oprah Winfrey, Michelle Obama, Ellen DeGeneres, Gayle King, David Letterman, and Conan O'Brien — to shape creator-led social media and content strategies; led DAM system transitions to eliminate redundant workflows.

FEATURED PROJECTS

Stashbox Radio • stashbox.com/radio • Custom Music, Video & Ad Platform

Custom-built digital radio and media platform connecting music, video, merchandise, advertising, analytics, and admin publishing tools. The public experience is intentionally simple; the backend runs a sophisticated stack: AWS Lambda (Node.js 22.x) handling all API logic, AWS API Gateway for HTTP routing, PostgreSQL on AWS RDS as the source of truth, and S3 for audio, artwork, and ad media. The static frontend (HTML/CSS/JS) is hosted on GitHub Pages and calls Lambda endpoints for dynamic data. Admin features include a song management console, ad inventory with frequency-weighted rotation, and a real-time ad controller supporting two break methodologies: count-based (ads per break) and seconds-based (target break duration). Persistent likes, play counts, share tracking, product click events, and ad start/click/skip/complete events are all logged to RDS via a REST tracking API. Shopify product data is integrated per song for direct merch placement within the player. CloudWatch handles Lambda logging and error diagnosis; DBeaver is used for RDS inspection and SQL updates. Tech stack: HTML, CSS, JavaScript, Node.js, SQL, PostgreSQL, JSON, REST APIs, AWS Lambda, API Gateway, S3, RDS.

Seascape Resort & Marina • Marathon, FL Keys • SeascapeResortandMarina.com

Full website design and development for a waterfront marina resort and excursion destination. Promotional landing page for Florida Keys Reel Adventures integrated within the resort web presence. Ongoing Elementor/WordPress management. Delivered with 9+ out of 10 SEO scores, validated entity schema, and structured local business markup for AI search visibility.

Blue Card National Nonprofit • Holocaust Survivor Support Organization

Multi-page website build featuring a custom Google Sheets-powered CMS — content sections managed directly from a Google Sheet so staff can update the live site without any developer involvement. Built on GitHub Pages with advanced entity schema, press archive with year-filter navigation, and optimized for AI-driven discovery.

Weight Loss Davie • weightlossdavie.com • Medical Weight Loss Clinic, Davie, FL

End-to-end digital launch: custom site design & development, GitHub Pages deployment, full SEO stack (JSON-LD schema, sitemap, meta/OG/canonical), Google Search Console, Google Ads strategy and account launch, dedicated landing page, and a custom GLP-1 weight loss projection calculator tool. Achieved 9+ out of 10 SEO and AI schema validation scores.

MBEInitiative.com • California Bar Exam Prep Resource

Multi-page website for attorney John Holtz (Performance Test Bar Review Workshop). Custom dark navy/gold design system with separated CSS architecture: MBE Memo, 10-week regimen tracker, daily study planner, and practice tips reference.

CORE SKILLS & TECHNOLOGIES

Web Development: HTML/CSS, GitHub Pages, WordPress/Elementor, Laravel, PHP, JavaScript, Shopify, Custom Domain & DNS, Core Web Vitals Optimization, AWS API Gateway, Lambda, S3, RDS, Supabase

SEO & Schema: Technical SEO, AI Schema / JSON-LD (validated), Entity Optimization, Google Search Console, Sitemap & Crawl Architecture, AI Crawler Optimization, Knowledge Graph Alignment

CMS Architecture: Google Sheets-powered content management, Apps Script integrations, No-code update systems for non-technical clients

Paid Search: Google Ads (Search & Display), Account Structure & Strategy, Keyword Research, Ad Copy, Landing Page Alignment, Spend Optimization

AI & Automation: ChatGPT, Gemini, LLM-visibility content structuring

Content & Social: YouTube Channel Strategy, Platform-Native Storytelling, Multi-Client IG/FB Management, Social Automation, Creator-Led Content, Paid Social Amplification

Music & Audio: Song Production (Multi-Genre), Global Distribution (Spotify / YouTube Music / Apple Music), ElevenLabs TTS, ProTools, Suno, Runway ML

Creative & Design: Figma, Photoshop, DaVinci Resolve, MidJourney, FLUX.2, OBS, AI Image & Video Generation, Brand Identity

Operations: Airtable, Jira, Confluence, Salesforce, Agile, Multi-Client Workflow Management

EDUCATION

Bachelor of Science in Business Administration • University of Texas at Dallas

SELECTED PAST CLIENTS

Michelle Obama	Oprah Winfrey	Ellen DeGeneres	Tyler Perry	Alicia Keys	Snoop Dogg
David Letterman	Conan O'Brien	Gayle King	Mariah Carey	Jazmine Sullivan	Dave Grohl
Disney	Marvel	DC Comics	Star Wars	Harry Potter	Lord of the Rings
Apple	Audible (Amazon)	Broadcom	Samsung	T-Mobile	Unilever
Universal Music Group	Sony RCA Jive Records	Nelson Mandela Foundation	Navy SEAL Foundation	The Blue Card	FIU
AMC Networks	WEtv	IFC	Playboy	SC Johnson	Piaget
Shiseido USA & Spain	Nexus	St. Ives	Glade	Payless Shoes	PetSmart
Room Mate Hotels USA, Spain, NYC & Miami	Morgans Hotel Group	Atlantic Bay Resort	Seascape Marina and Resort	Kari Nautique	Golf Village
University of Miami Bascom Palmer	Neurology Scottsdale	Weight Loss Davie	Rosenberg Injury Law	Ohle & Ohle P.A.	Technology Resource Center
Don Pablo Coffee	Never Thirst Coffee	Navy SEAL Foundation Coffee	Blue Card Coffee	Silverback Management	Forbes Riley
Nelly	Ian Ziering	Toots and the Maytals	Katchafire	Slightly Stoopid	Maxi Priest
Stashbox.com	The Ras Box	Tahiti Cora	Real Sociedad OC Soccer Team	City of West Palm Beach	Uniforms4Class.net