

# DEAN PALERMO

Founder & Creative Director • Elettro Studio • Davie, Florida  
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## PROFESSIONAL SUMMARY

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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

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### Founder & Lead Production Director *September 2011 – Present* ELETTRO 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 and FIU; engineered social media automation pipeline (Make.com + Claude API + Airtable + Publer) for multi-client distribution.

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

- Grew Stashbox YouTube channel from 115 to 5,720+ 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.

### 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

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### 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

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**Web Development:** HTML/CSS, GitHub Pages, WordPress/Elementor, Laravel, PHP, JavaScript, Shopify, Custom Domain & DNS, Core Web Vitals Optimization

**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:** Make.com, n8n, Claude API, Airtable + Publer pipelines, 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

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

## SELECTED PAST CLIENTS

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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