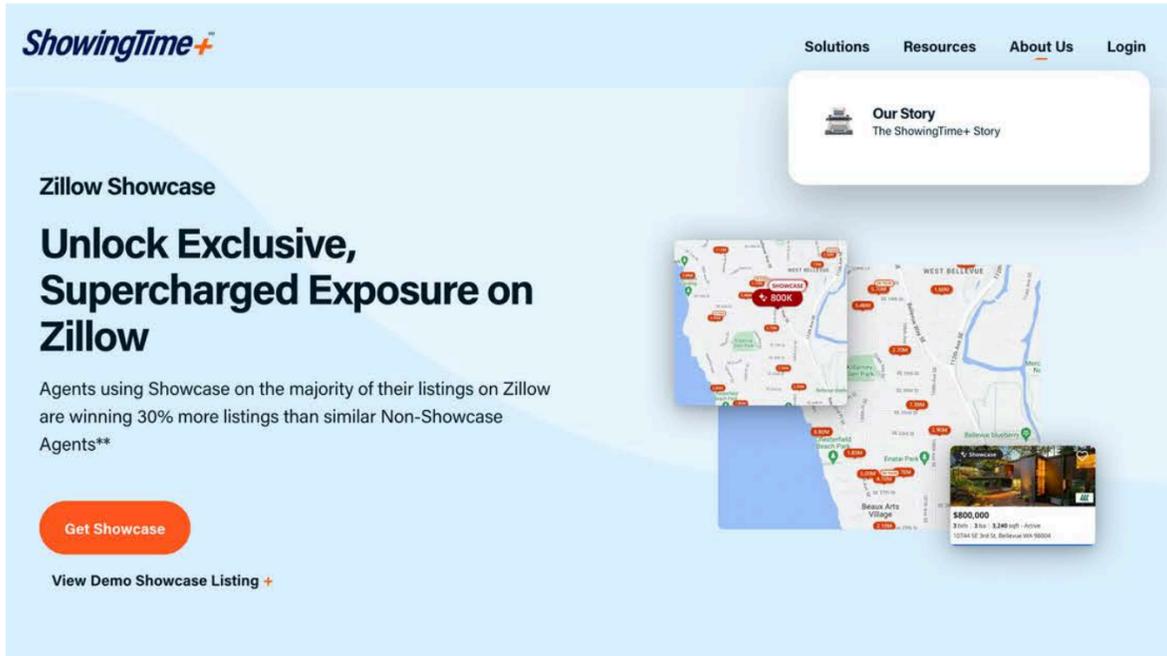




SEAN SORDO

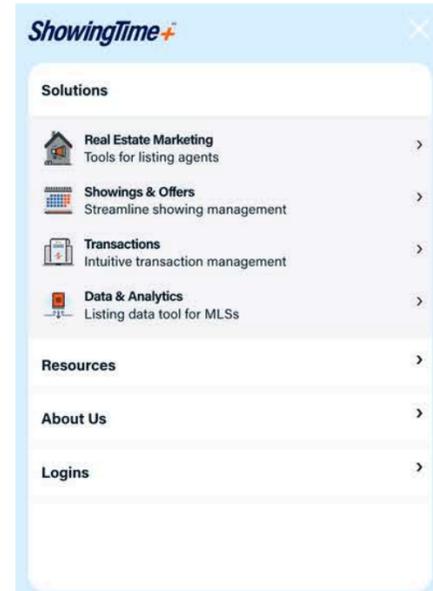
MANAGER, WEBSITE AND DESIGN :: PORTFOLIO





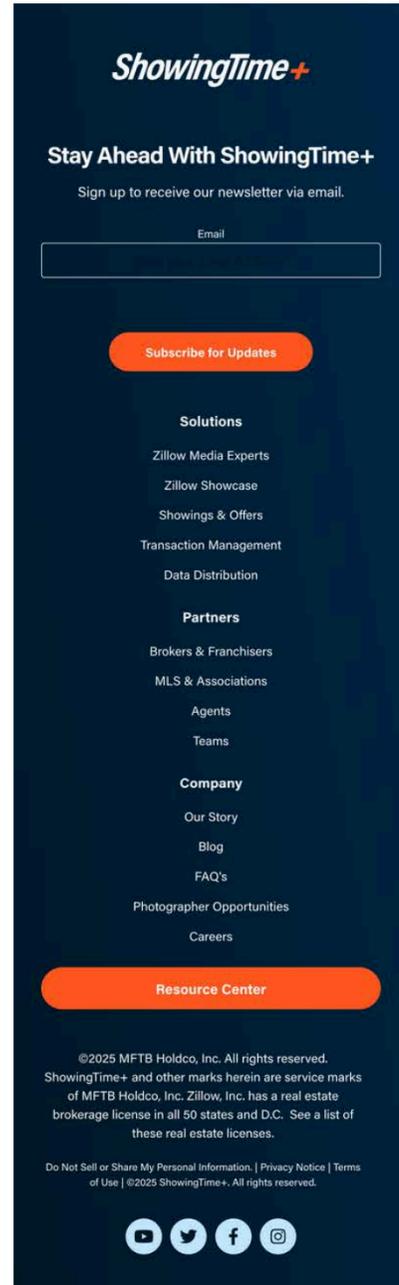
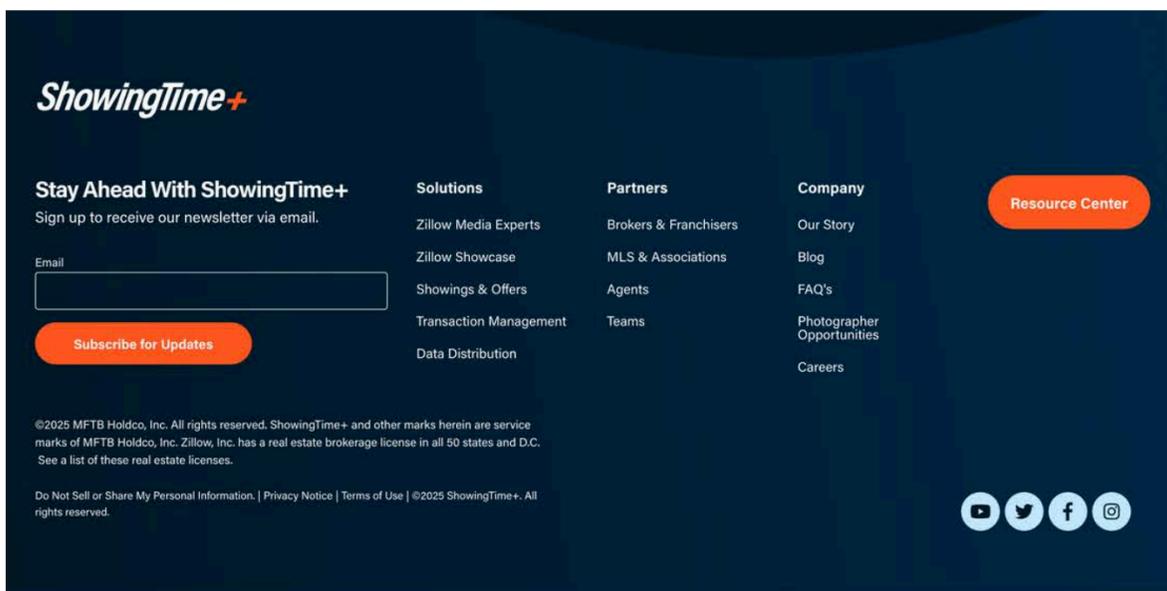
Responsive Header System

Designed and implemented a scalable, responsive header framework that brought together brand elements from Zillow and its newly unified ShowingTime+ suite. Integrated quick search functionality, accessibility enhancements (including WCAG/ARIA compliance), and dual-tier navigation (global + contextual) to support users transitioning across formerly separate product ecosystems.



Branded and Accessible Footer Design

Standardized and deployed a footer system that reinforced the new ShowingTime+ brand identity while honoring legacy recognition from dotloop and other acquisitions. Included accessible compliance links, social media integrations, and trust-building elements to meet legal, usability, and cross-platform consistency requirements.



Unified Navigation Architecture

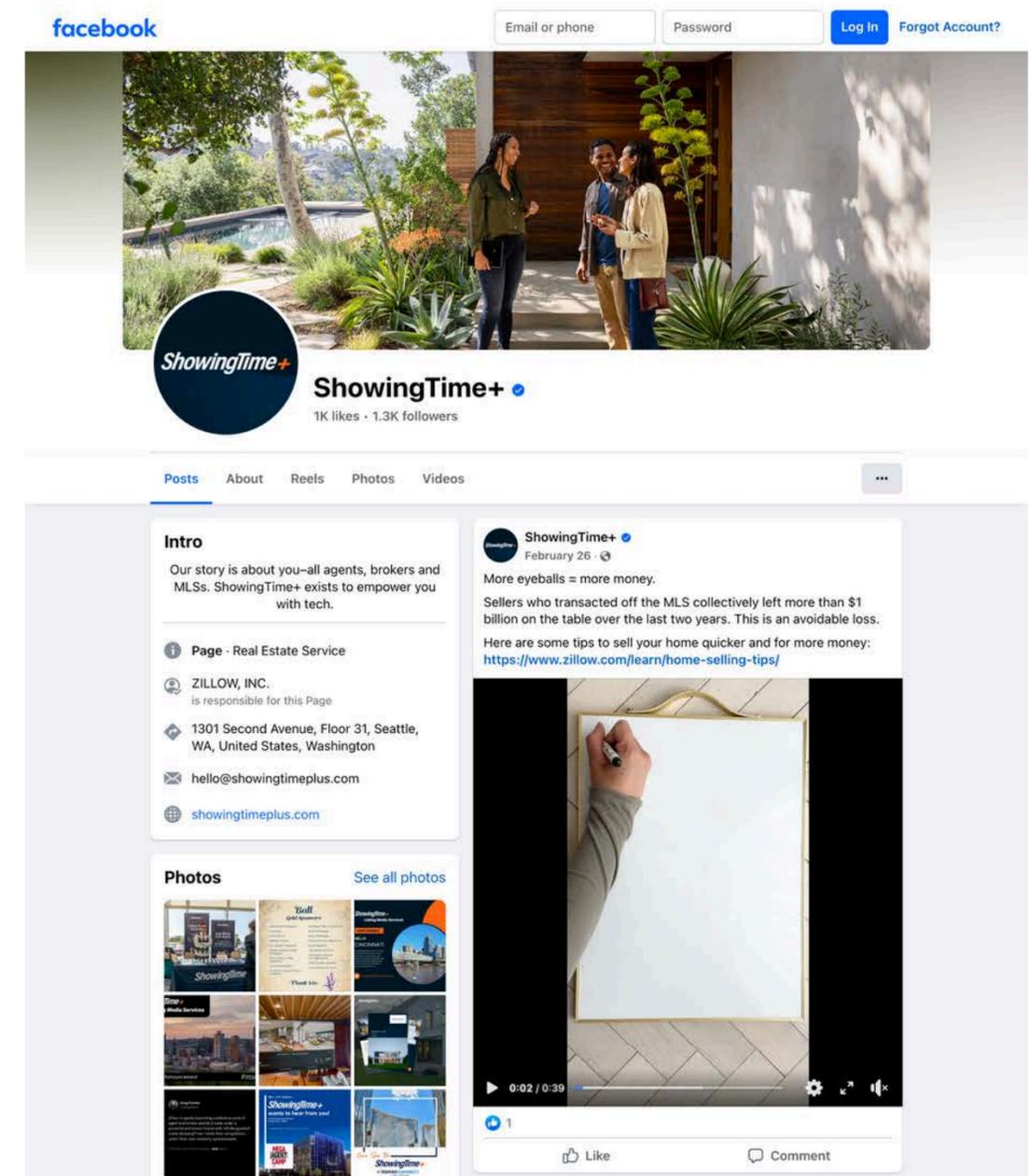
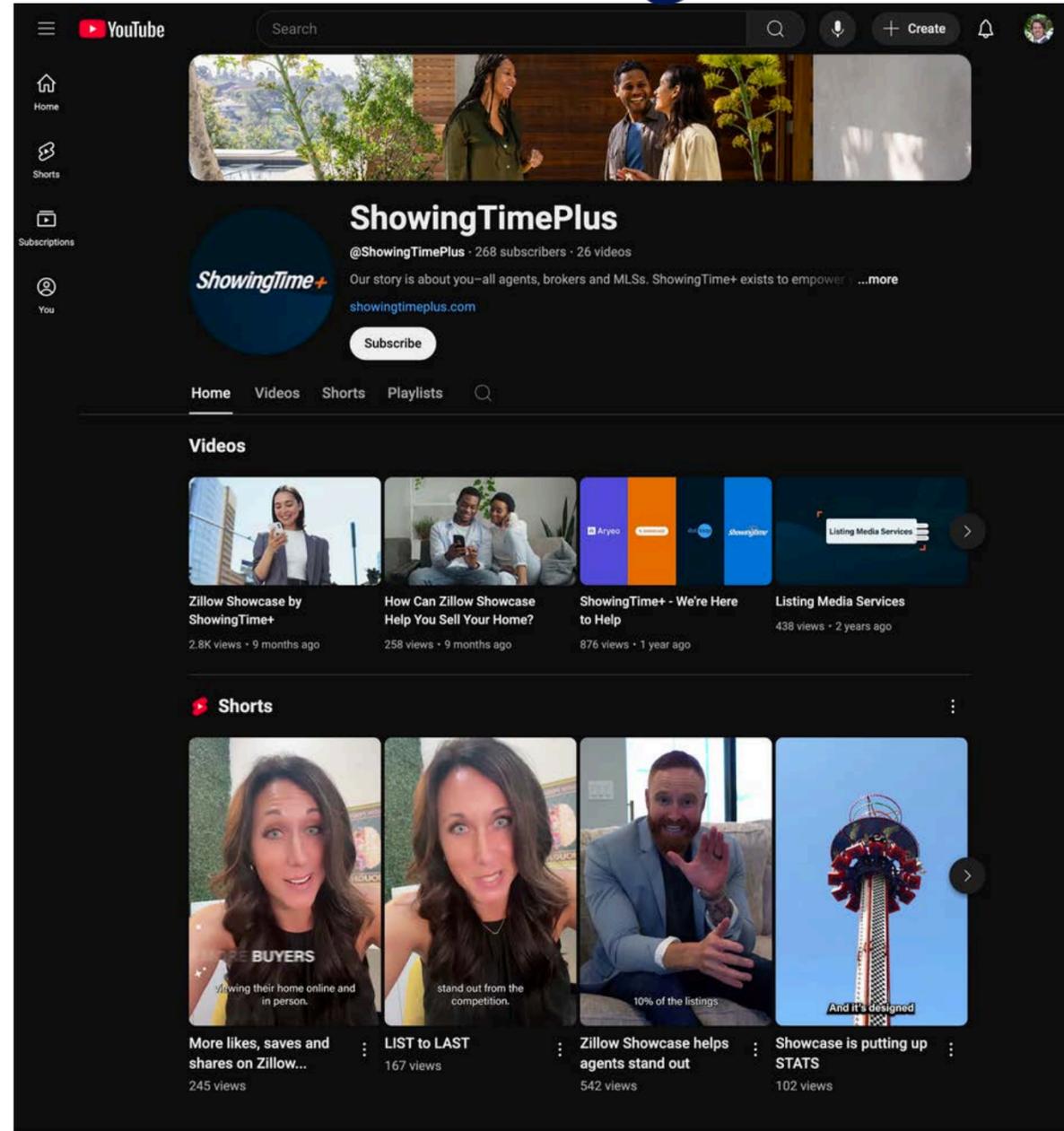
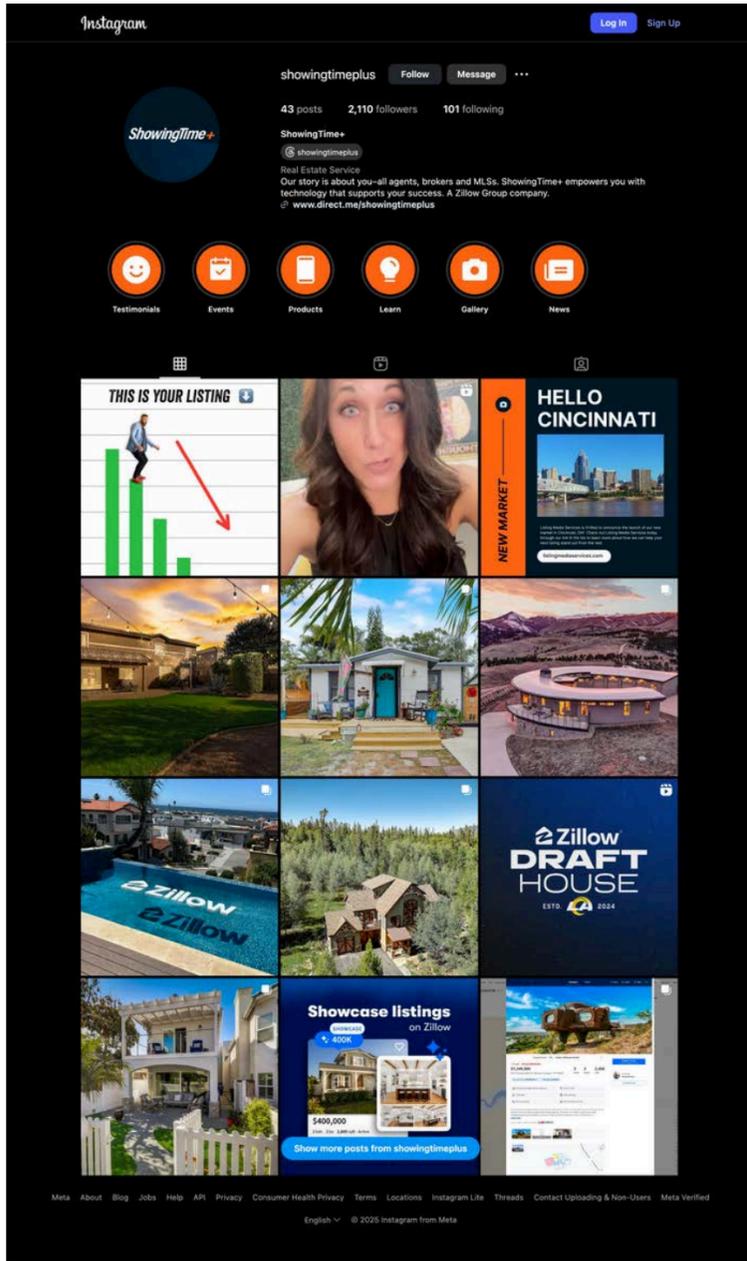
Architected and streamlined the navigational structure across multiple acquired platforms—including dotloop, ShowingTime, and Bridge Interactive—as part of the ShowingTime+ brand consolidation. Ensured a consistent, intuitive user experience optimized for both mobile-first and desktop users, aligning disparate legacy systems under a cohesive navigation strategy.



Solutions That Put Agents First

In real estate, your clients count on you. We're proud to offer technology that you can count on. Our cutting-edge real estate software empowers agents to shine as the hero in every step of the transaction. Our solutions are designed to free you to focus on what matters most - your relationships and service.

Directed all technical website and platform initiatives tied to the January 2023 launch of ShowingTime+, a consolidated brand unifying Zillow's acquired real estate platforms (dotloop, ShowingTime, and Bridge Interactive). Oversaw end-to-end planning, UX alignment, and digital infrastructure readiness to support a unified, accessible user experience. Redesigned and optimized marketing technology systems to improve the full digital customer journey. Streamlined data tracking and analytics workflows to provide actionable performance insights, enabling improved decision-making through month-over-month performance reporting.



Integrated Social Media Campaign Strategy – ShowingTime+ Brand Launch

Led the strategic planning, asset development, and performance tracking for the launch of ShowingTime+'s multi-platform social media campaign, uniting Zillow's newly acquired brands (dotloop, ShowingTime, Bridge Interactive) under a cohesive digital voice. Developed accessible, visually consistent assets—including promotional graphics, motion posts, infographics, and announcement templates—that reflected the new brand identity across Facebook, LinkedIn, Instagram, and Twitter/X.

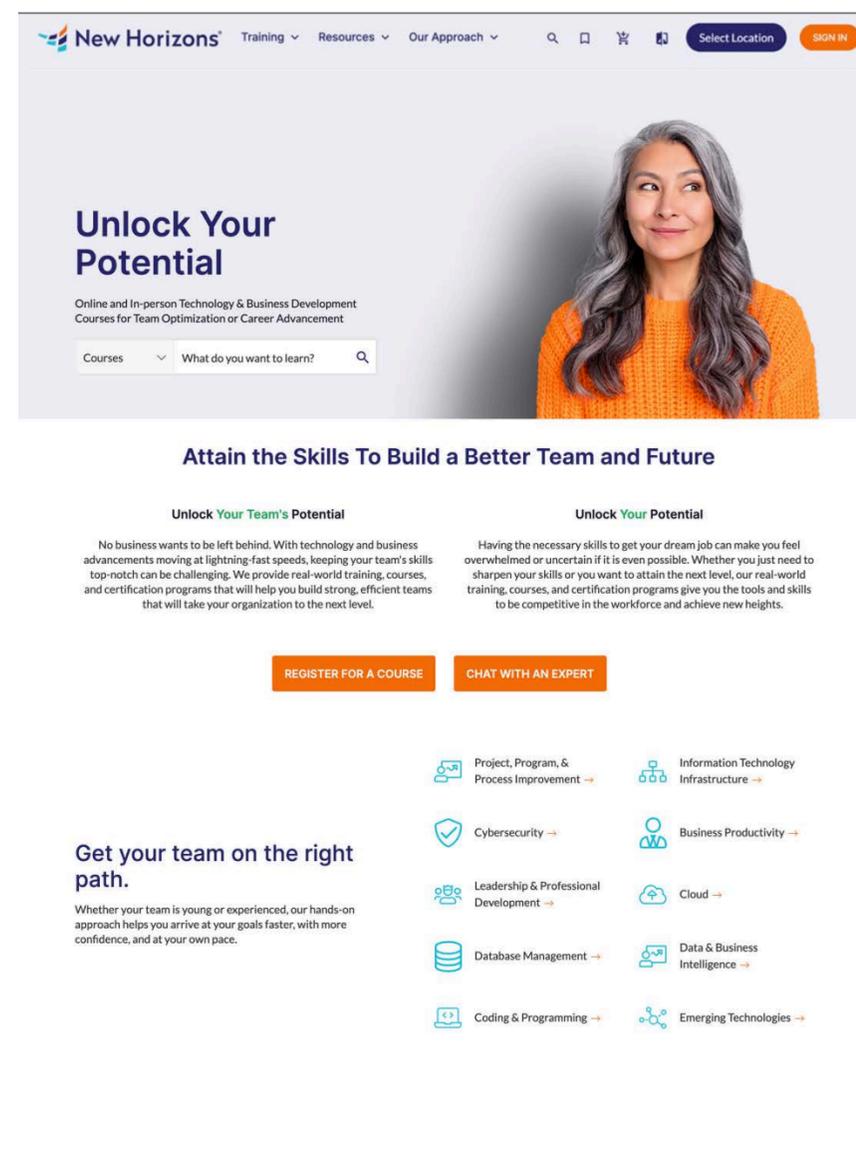
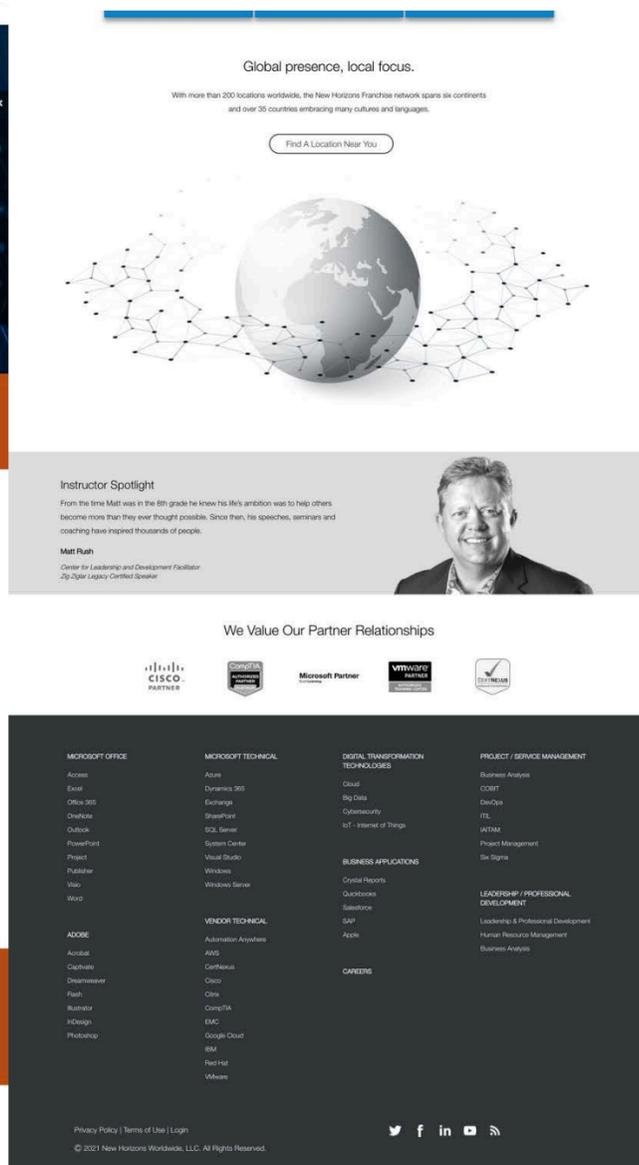
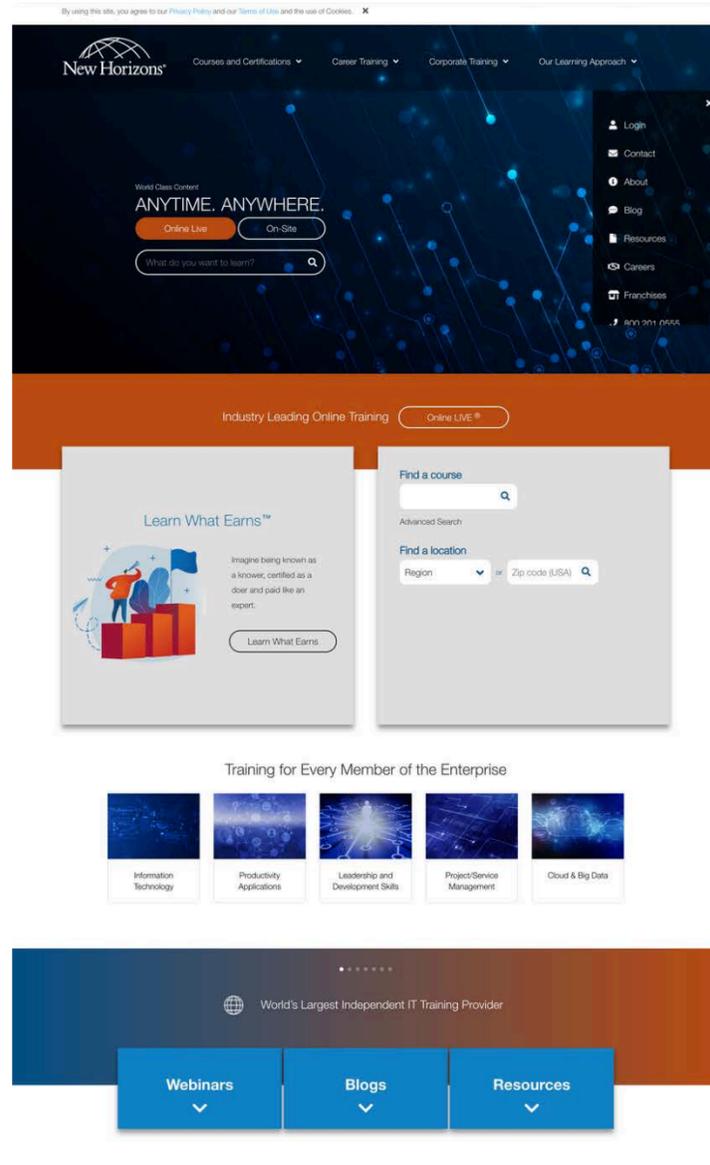
Collaborated closely with internal marketing and design teams to align campaign visuals and messaging with product updates and customer education goals. Used tools like Adobe Creative Suite and Canva to ensure accessibility and brand consistency across channels. Monitored and analyzed campaign engagement using native platform insights and third-party analytics tools, delivering actionable reports to stakeholders with performance metrics tied to audience growth, click-through rates, and conversion benchmarks.

This effort contributed to a successful brand transition with strong cross-channel engagement, increased awareness across target customer segments, and a seamless integration of legacy brand audiences into the ShowingTime+ ecosystem.

Before



After



Led the redesign and platform migration of a high-performing eCommerce site, managing end-to-end planning, implementation, and continuous optimization of the marketing technology stack. Oversaw corporate domain, Google Account profiles, CMS administration, and Salesforce integrations, including Tableau, Pardot, and LiveChat support. Directed full lifecycle management of the organization's custom eCommerce platform generating over \$3M in annual revenue, while supporting \$10M+ in traditional sales through integrated digital marketing, lead generation, and sales enablement initiatives.

All Categories

Services

- Business & Consumers**
Business Services, Consumer Protection, Economic and Small Business Development
- Culture & Recreation**
Parks, Libraries, Cultural Division, Historic Preservation Program, Black History and more
- Environment**
ePermits, Beaches, Climate Change, Environmental Planning, Natural Resources and more
- Garbage & Recycling**
Solid Waste and Recycling, Flag Disposal Program
- Health**
Addiction Recovery, Coronavirus, Health Care, Nancy J. Cotterman, Ryan White and more
- Housing & Buildings**
Housing Council, Municipal Services District, Construction Management, Rent Assistance and more
- Pets, Pests & Wildlife**
Animal Care, Manatees, Mosquito Control, ZapZika
- Public Safety**
911, At Risk, Hurricane, Emergency and more
- Records**
Audit, Appeal Request, Records, Taxes and Transcripts



Helpful References

Connecting constituents with Broward County

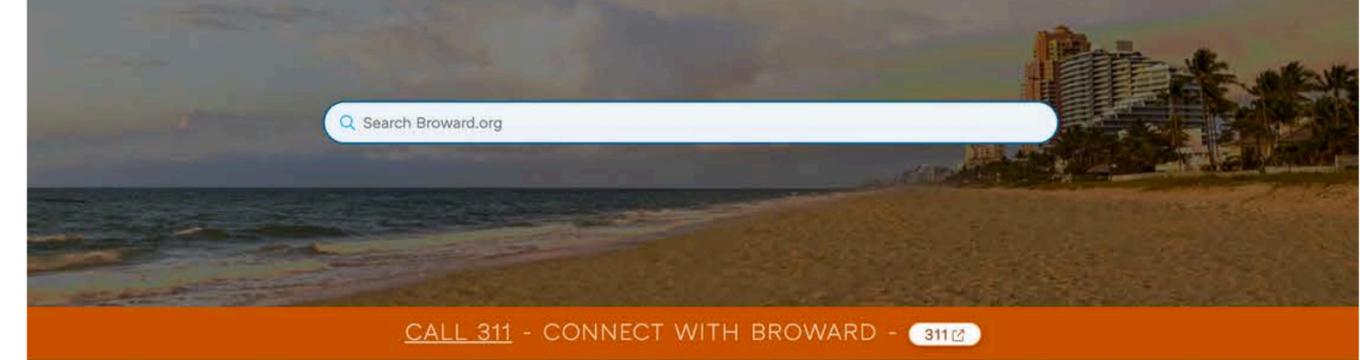
See more >

TIP OF THE DAY

Keep your software updated. Always install the latest security updates to your apps and device's operating system as soon as they are available.

Cyber Safety

Read more tips >



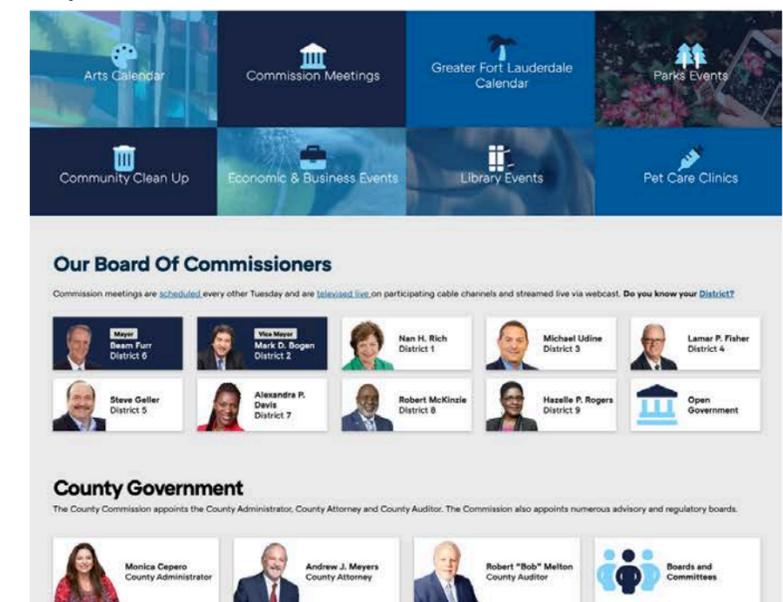
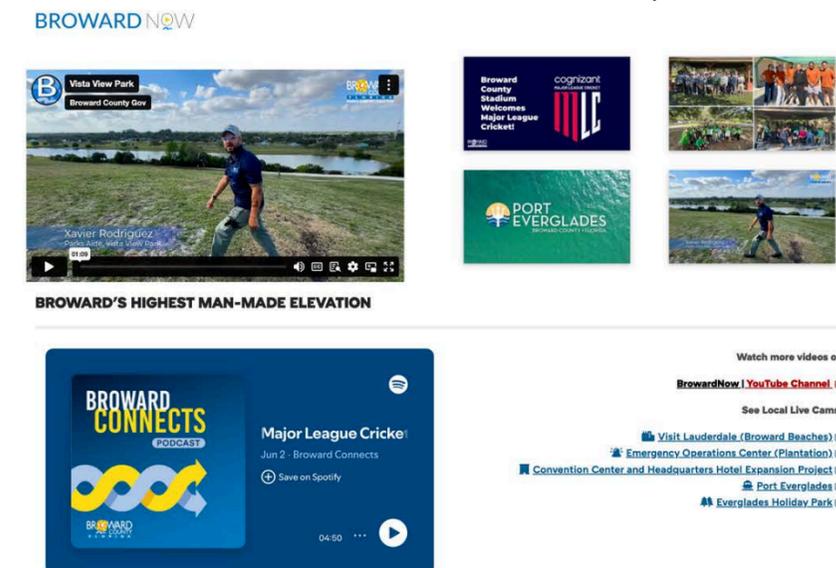
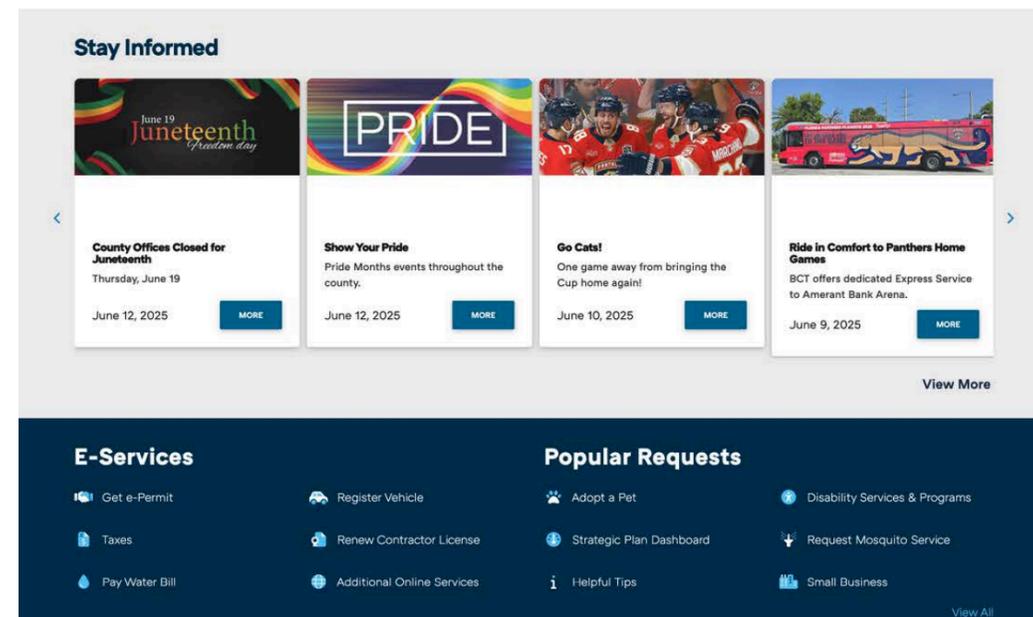
- Find A Service
- Commission
- Records, Tax...
- Careers
- Parks and Rec...
- Libraries
- Animal Care
- Airport
- Hurricane

Header Design: Developed a responsive header incorporating county branding, quick search functionality, accessibility tools, and a well-structured navigation system including both global (primary) and local (secondary) menus.



Footer Design: Created a consistent footer layout featuring county branding, integrated social media links, and essential compliance-related site links for improved trust and accessibility.

Navigation Architecture: Designed and optimized the site's navigational structure to ensure seamless usability across both mobile-first and desktop environments.





Navigate

- About MEDNAX
- Hospitals
- Clinicians
- Patients

Careers

- Investors
- Our Conferences
- Our Companies

Latest News

- The Increased Need for Teleradiology
- Visit the Newsroom

Corporate Office

MEDNAX Services, Inc.
1301 Concord Terrace
Sunrise, FL 33323

(800) 243-3839

Policy Statement Terms and Conditions Linking Policy © 2019 MEDNAX Services, Inc. All Rights Reserved.

f t in v

Find a Clinician Find a Practice Request for Proposal

Our Solutions

- Anesthesiology & Pain Management
- Prenatal
- Neonatal
- Pediatric
- Radiology
- Teleradiology
- Revenue Cycle Management
- Perioperative Improvement Consulting

No matter where you are, MEDNAX has you covered.

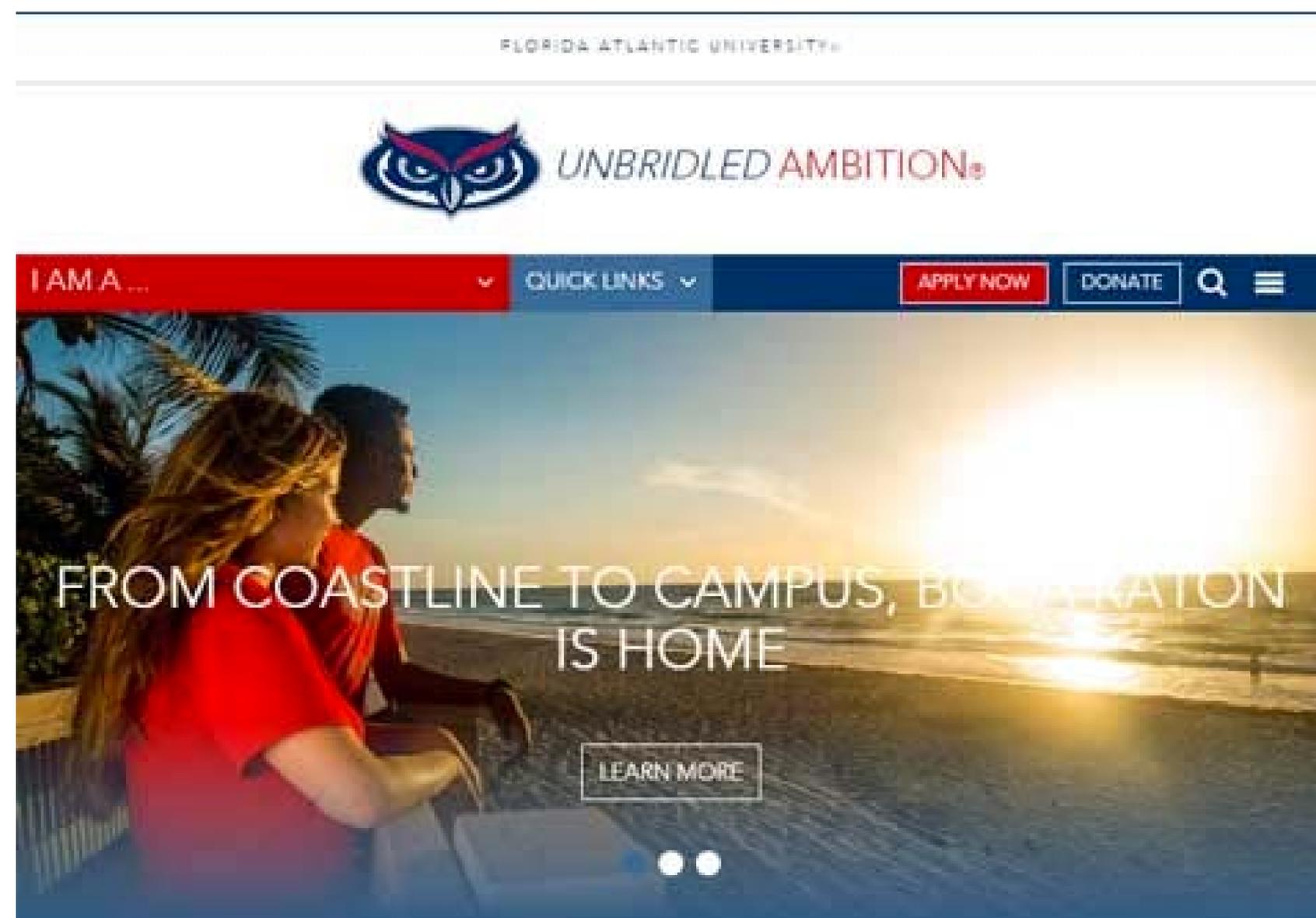
- 4,375+ Partner Facilities
- 4,100+ Physicians
- 3,125+ Advanced Practice Providers
- 325+ Practices
- 50 States Served

Directed a comprehensive website overhaul, migrating over 300+ medical practice websites into a new WordPress CMS solution using a franchise branding model, collaborating closely with medical and legal SMEs to ensure compliance and consistency.

Before



After



Spearheaded the development and deployment of the institution's first centralized Content Management System (CMS), from initial concept and requirements definition to cost-benefit analysis and successful implementation, ensuring alignment with enterprise objectives. Stakeholders included 10+ individual colleges and other departments.

FLORIDA ATLANTIC UNIVERSITY

Why FAU Study Request Info 561-297-3040 APPLY

BE DARING. BE *bold*. BE FAU

REQUEST INFORMATION

First Name Last Name

Email

I am a... I'll be an owl in...

SUBMIT



EXPO 10.15.16

FOR HIGH SCHOOL STUDENTS

You are invited to 2016 Fall Expo

For inquiries about the Expo please call 561-297-3040 or email admissions@fau.edu.

Date: Saturday, October 24
 Location: FAU Stadium, Boca Raton, FL
 Time: 9 a.m. to 2 p.m.

At this year's Expo, we are offering:

- Admissions Decisions on the Spot
- Scholarships
- Campus Tours
- Undergraduate Research Showcase
- Meet and greet with Deans, Faculty and students

First 2,000 students to register for the Expo will receive a T-Shirt at the event.

Register

-1319 days until EXPO
Saturday, October 24

Location: FAU Stadium, Boca Raton, FL
 Time: 9 a.m. to 2 p.m.

Directions



Click image for a larger version

Full Map & Directions

FLORIDA ATLANTIC UNIVERSITY

ADMISSIONS ACADEMICS RESEARCH CAMPUS LIFE ATHLETICS

STUDENTS FACULTY/STAFF ALUMNI FAMILIES APPLY VISIT GIVE

Search FAU

TOP NATIONAL UNIVERSITY

U.S. NEWS & WORLD REPORT

BEST COLLEGES

USNews NATIONAL UNIVERSITIES 2025

OUR RANKINGS

R1

TOP-TIER RESEARCH UNIVERSITY

LEARN MORE ABOUT R1

This isn't just a campus - it's a Coastline

Spanning 110 miles of Southeast Florida's coast, FAU fosters a vibrant culture that encourages ingenuity and independence. Determination runs deep at Florida Atlantic, and students learn early that if they dream it - we've got the tools to help them achieve it.

YOUR FUTURE AWAITS

6,000+ UNDERGRADUATE RESEARCH ACTIVITIES

#1 MOST DIVERSE PUBLIC UNIVERSITY IN FLORIDA

6,200+ INTERGROUP PLACEMENTS

28 COMBINED BACHELORS TO MASTER'S DEGREE PROGRAMS

ABOUT FAU

College with a view

Florida Atlantic's strategic relationships connect students with relevant experiences throughout South Florida, allowing them to build their resumes while enjoying a sub-tropical climate.

EXPLORE FAU'S CAMPUSES

CURRENT WEATHER 90°F

SEARCH PROGRAMS

REQUEST INFO

VISIT OUR CAMPUSES

Florida Atlantic University
 777 Glades Road
 Boca Raton, FL 33431

Campuses: Boca Raton, Dania Beach, Davie, Fort Lauderdale, Harbor Branch, Jupiter

Resources: Academic Calendar, Employment Opportunities, Program Search, Parking, Report a Concern, Transcripts

Info: Contact Us, Directory, Emergency & Safety, FAU Schools, Media

Social: Facebook, Twitter, Instagram, YouTube

If you are experiencing difficulty accessing information on the Florida Atlantic University website due to a disability, visit the www.fau.edu/accessibility page.

Florida Atlantic University embraces a culture of strategic and collaborative community engagement that results in mutual benefit to the institution and the diverse internal and external communities that it serves.

© 2025 Florida Atlantic University

PRIVACY POLICY | REGULATIONS & POLICES | CONSUMER INFORMATION | GET HELP | SITE INDEX | STUDENT ACCESSIBILITY | PUBLIC RECORDS

- Search our programs
- Request info
- Visit our campuses

Led a comprehensive digital marketing campaign to attract high-quality prospective students for enrollment. Oversaw the design and development of a high-converting landing page, implemented lead routing and scoring systems to optimize follow-up, and tracked user behavior and engagement metrics to refine campaign performance. Developed content strategy and visual assets to ensure a cohesive and compelling brand experience across channels.