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## **SUMMARY**

Senior Front End Developer with 14 years experience in web development/design, search engine marketing and optimization and web strategy. I enjoy implementing new tools, practices and processes derived from my constant exploration and learning of new relevant web technologies.

I thrive in an organization where I can surround myself with creative problem solvers with which to collaborate and continue to learn and be enlightened by.

I look forward to developing strategies for digital deliverables matching the goals of the client and building with the tools best fitted for each unique project.

Current workflows and preferred tools include: HTML5, CSS/CSS3, SCSS, Javascript, jQuery, Yeoman, PHP, JSP, Grunt, Git/Subversion, JSHint, CSSLint, Sublime Text.

I develop for and within the following Content Management Systems: Wordpress, Drupal, AES/CQ5, Joomla.

## **Qualifications**

- Experience with full spectrum of website development and strategic Internet marketing.
- Proficient and actively implementing HTML5/CSS from PSD.
- Proficient and actively designing, developing and implementing custom themes for WordPress platform.
- Proficient and experienced with communicating client requests and communications to design and development teams; delivering consistent results matching clients expectations.
- Managing and leading multiple team members including Developers, Designers, Producers both internal and contract.
- Experience working with clients in analyzing, planning and executing internet marketing strategies and required deliverables (websites/landing pages/marketing copy/SEO/SEM).
- Proficient and experienced in translating client requests and requirements into deliverables meeting business objectives.
- Experience with Search Engine Optimization and Search Engine Marketing (SEO/SEM)

Software: Adobe Experience Manager/CQ5, Sublime Text, Coda, Dreamweaver, Photoshop, Illustrator, SVN, Git, MySQL

Languages/Libraries: CSS2, CSS3, HTML5, Javascript, jQuery, PHP, JSP, XML/XSL, SCSS, Sass, Modernizr

CMS: Wordpress, Joomla, Drupal, Adobe Experience Manager/CQ5, Concrete5, Perch

Principles: Agile Software Development, Cross Browser Compatibility, KISS Principle, Performance Optimization, Progressive Enhancement, Responsive Design, Search Engine Optimization (SEO), Web Semantics, Usability

OS: Mac OSX, Windows NT, 95, 98, 2000, XP

## **EMPLOYMENT HISTORY**

Senior Web Developer/FrontEnd Engineer  
Digitaria  
January 2011 - Present

Handcrafted HTML/CSS/Javascript to match with pixel perfect precision creative comps handed off in PSD formats, supporting cross-browser and responsive requirements.

Provide front-end production for selected clients including, UnitedHealth, General Motors, Ford, 3M and Qualcomm.

Implemented and Integrated Frontend code into various Content Management Systems including but not limited to: Wordpress, Drupal, Joomla, Adobe Experience Manager/CQ5, various custom CMS's.

Worked closely with Creative and Accounts teams to solve and deliver for clients within budget.

Helped drive adoption of modern web development practices and processes within internal workflows.

Mentored Junior team members.

Web Production Manager/Lead Web Project Manager  
Premier Technologies/WebLeaseUSA  
March 2006-March 2010

Designed and Implemented production process for website development, increasing efficiencies and production output 100% in first 12 months.

Continually analyzed and presented new opportunities for increasing customer satisfaction/loyalty and value of product deliverables.

Managed customer expectations and deliverables for entire lifecycle of development process of 300+ sites.

Restructured existing staff, hired new staff to fulfill production requirements.

Managed, Hired and lead a staff of 7 persons consisting of multiple developers, designers, producers and customer care personnel.

Designed and Implemented Customer Service Program and staff to increase customer satisfaction and client relationships.

Assisted with online marketing of company website, focusing on adword management, landing page optimizations and lead generation.

Designed and Developed products for optimized sales

Dashboard and Newsletter Application for use by Clients

Web Developer  
Hearth & Home Technologies  
August 2004-March 2006

Designed and developed company Intranet, using Stellent Content Management System with ASP front end.

Designed and developed multiple internal applications improving internal processes to the standard of Rapid Continuous Improvement, using a hybrid of ASP with Stellents' proprietary idoc scripting languages.

Supported internal Stellent Content Management System, as well as designed processes and applications to connect internal content with external sites and applications.

Designed and developed extranet site. Created single site to replace 6 existing sites for delivering content and information to over 3000 dealers and distributors for 4 separate brands. Designed and implemented databases for single sign in and security based on login credentials.

Updated three separate brand websites ( [www.heatnglo.com](http://www.heatnglo.com), [www.heatilator.com](http://www.heatilator.com), [www.quadrafire.com](http://www.quadrafire.com) ) focusing on Search Engine Optimization, increasing web traffic by 40%.

Web Developer

Optum

July 2002-July 2004

Developed, designed and maintained both the internal and external communication tools via intranet/internet of a healthcare company using ASP, ASP.NET, JSP, VB.NET, VBScript and SQL languages.

Restructured navigation and content to navigate through and find information more simply and quickly as well as design and develop tools for internal communications channels.

Developed, designed, tested and implementing complex forms using JavaScript to enhance and maximize performance of employees and employee processes.

Research and assessment of platform enhancements and implementation, including security requirements.

Assessment of .NET components for implementation into intranet.

Re-development and implementation of .NET components for intranet.

Designed, developed and launched new intranet with SQL2000 database and ASP.NET technologies.

Designed and developed intranet tools to maximize efficiency for nurses using ASP.NET and Object Orientated concepts.

Designed and developed intranet tools for members to update content and communicate more efficiently.

Project Consultant

COMSYS

April 2002

Consulted, designed and developed an updated intranet for 3M Medical-Surgical Division.

Integrating current content with new process presentations for delivering new product to the public.

Restructured site directories and menus for users to more easily navigate site as well as for administrators to update on a regular basis.

Web Programmer

Internet Broadcasting Systems

June 2000-October 2001

Programming in multiple languages in order to create and maintain, within a team of producers, editors, and programmers, 50+ individual sites affiliated with local news networks across the nation.

Worked and communicated with multiple content providers and editors in order to create content.  
Created multiple templates and tools for use on all sites, including instructions and communications in order for other programmers to implement on networked sites.

Projects included:

Using JavaScript to create "smart ad" templates used across all sites during promotional timelines.

Using Cold Fusion to update, tweak and create form processors for clients' content submissions as well collecting information via polls and questionnaires.

Using XSL for displaying XML content in various manners for client approval.

## **EDUCATION**

Graduate of University of Wisconsin – Oshkosh; May 1996

Bachelors of Music Degree w/ emphasis Recording Technology / Merchandising

## **REFERENCES**

Available on request