

Web Developer/ Digital Marketing / Web Sales

I have been supporting primarily web development and marketing agencies for the past eleven years. My background as a programmer and web developer for over 15 years has enhanced my digital marketing skill sets of the past 7 years. I pride myself in punctuality and the quality of work I am able to deliver to my clients.

TECHNICAL SUMMARY:

WordPress, Shopify, Custom PHP, Woo Commerce, HTML / CSS, AJAX, jQuery, Responsive Web Solutions. Design Implementation, Internet Marketing (Google Ads, Google Analytics, Social Media Marketing, Organic SEO, Advanced Keyword Research, Google Conversion Tracking)

PROFESSIONAL EXPERIENCE:

ShaneWebGuy, Pittsburgh, PA Area & Beyond

Web Developer / Programmer & Digital Marketing Expert

August 2011– Present

- ✓ Custom Shopify / WooCommerce ecommerce development.
- ✓ Designed and programmed custom responsive websites.
- ✓ Advanced CSS / XHTML design and design integration, based on compliant standards.
- ✓ Web-Based Mobile website application creation and modification, based on client's requirements.
- ✓ WordPress and Joomla custom design and programming solutions.
- ✓ FaceBook and Social media design and programming solutions.
- ✓ Managed enterprise level projects on behalf of agency clients
- ✓ Sold and managed over 2.5 million dollars in website & digital projects.
- ✓ Managed advanced Google Analytics / Google Ad Words campaigns.
- ✓ Setup of advanced Google Analytics
 - Conversion Goals via Google Tag Manager
 - Views based on client demographics via Google Tag Manager
 - Advanced Google Data Studio reports setup
 - Google Analytics account troubleshooting
- ✓ Google Ads Campaign Management
 - Managed \$80,000 / month in ad spend per month on a consistent basis
 - Acquired 27 Google certifications
 - Troubleshot problematic Google Ads campaign for clients
 - Advanced reporting based on Google Ads campaign
- ✓ Organic Search Engine Optimization
 - Developed back linking strategy for a variety of agency based clients
 - On page optimizations based on self generated keyword research
 - Developed page ranking strategy based on created content

Silver Connect Web Designs, *Baguio, Philippines*

December 2010 – August 2011

Web Developer

- ✓ Developed X-cart ecommerce modules based on clients' requirements.
- ✓ Magento development and integration with custom design.
- ✓ Created a fully integrated IP switching module to work within the WordPress framework.
- ✓ Defined programming standards and procedures to increase productivity.
- ✓ Developed custom WordPress integrated solutions.
- ✓ Modified and created WordPress plug-in s to meet client specific business requirements.

GLOWph, *Pampanga, Philippines*

June 2008 – December 2010

Web Developer

- ✓ Developed AJAX based e-commerce system to allow product calculation to dynamically be stored and tracked.
- ✓ Maintained websites and updates based on current business needs.
- ✓ Designed database structure to store product and customer information.
- ✓ Created a custom CMS system to manage products and current pricing on a MVC framework.

U-Haul Corporation, *Phoenix, Arizona,*

October 2008 – May 2009

Software Developer / System Analyst

- ✓ Maintained upgrades to existing C# Windows Application.
- ✓ Responsible for a full system upgrade from 1.1 to 3.5 C#.Net application.
- ✓ Developed MS SQL2005 stored procedures to interact with C# application.
- ✓ Responsible for calling web services to interact with a secure email application.
- ✓ Troubleshoot existing code for performance optimization.
- ✓ Designed email application to retrieve customer information for mass email from MS SQL 2005 database.

Andiamo Telecom, *Scottsdale, Arizona*

March 2008 – October 2008

Software Developer / System Administrator

- ✓ Developed PHP applications to interact with MS SQL 2000 database.
- ✓ Maintained servers and performed daily backups.
- ✓ Maintained and updated existing code to conform to business needs.
- ✓ Created website for new company division.
- ✓ Troubleshoot existing code for performance optimization.
- ✓ Managed user permissions within Windows Server active directory structure.
- ✓ Provided solution support for real estate telecommunication projects.
- ✓ Developed dynamic web application to print information from 2005 SQL SP into html based report.

Cool Island Gifts, *Tucson, Arizona*

January 2006 – March 2008

.Net Developer / System Analyst

- ✓ Developed VB.Net application connection to existing database.

- ✓ Designed VB.Net shipping application to support client needs.
- ✓ Provided system/network support for marketing projects in Hong Kong, S.A.R.
- ✓ Created an international communication solution program via VoIP.
- ✓ Implemented software solution for internet café in Leyte, Philippines.
- ✓ Created a technology-based solution for a real estate development group.
- ✓ Provided solution support for real estate telecommunication projects.

Protostar Inc., Point Comfort, Texas

November 2004 - January 2006

System Technician /Help Desk Phone Support

- ✓ Supported facility with over 600 users.
- ✓ Fortune 100 (Alcoa) local site support.
- ✓ Responsible for the creation of a VB.Net application to interface with WMI implementation of client network.
- ✓ Develop VB 6 application for IP Address Query.
- ✓ Deployed multiple systems within a managed client environment.
- ✓ Responsible for daily and monthly backup of onsite servers.
- ✓ Developed administrative scripts to automate management.
- ✓ Configured VPN for client access from offsite location.
- ✓ Responded to a variety of software and hardware issues.
- ✓ Managed legacy machines for data removal.
- ✓ Prepared Image server/client system for immediate redeployment.
- ✓ Implemented corporate network security policy & compliance program.

Tek Systems, San Antonio, Texas

September 2004 - December 2004

Client /Microsoft Team Support Lead

- ✓ Managed Microsoft Client Up-Grade Project throughout the United States, México, and Jamaica.
- ✓ Managed support documentation during managed client upgrade.
- ✓ Installed POS software on Windows XP embedded cash registers.
- ✓ Installed Windows 2000 server within Active Directory structure.
- ✓ Connected client computers to network printers.
- ✓ Verified network connectivity to offsite location.
- ✓ Installed wireless access points for a variety of handheld devices.
- ✓ Configured routers, switches, and hubs for connectivity with client computers.
- ✓ Clients include, but not limited to,: Ross, Alcoa, and Walmart.

Back To Basic IT Training, Tucson, Arizona

March 2002 - May 2004

Technical Trainer

- ✓ Implemented training course for new students at Pearson Vue authorized testing center.
- ✓ Instructed students in technical and application courses, including A+ and various other computer courses.
- ✓ Managed classroom software loads.
- ✓ Performed phone/network/hardware installation.
- ✓ Clients include, but not limited to: State of Arizona and Job Corps.

AZCPU, Tucson, Arizona

November 2001 - May 2004

Network Consultant

- ✓ Evaluated company's intranet/internet implementation plans.
- ✓ Installed secure wired/wireless networks.
- ✓ Designed applications according to customer needs.
- ✓ Presented software/hardware training.
- ✓ Researched information and developed web sites.
- ✓ Brochures, Flyers, and Publication development.
- ✓ Clients include, but not limited to: Tierra Antigua Realty and Collins Real Estate Group.

EDUCATION:

Classes taken: C++ for Managed Windows, .Net, Skills for professional development: Critical Thinking and Computer LogicComputer and Information Processing, Fundamentals of System Development, Introduction to Visual Basic.NET, Train the Trainer (CTT+ variety), C.C.N.A. (Cisco Certified Network Associate) Microsoft Office application classes, Macromedia Graphic Design, Adobe Graphic Design, SQL server, Web programming (Java script, Perl & HTML), Microsoft Exchange Classes. Certifications: A+, I-Net+, Network+, M.C.P., M.C.S.A. (Microsoft Certified Systems Administrator), M.C.S.E. (Microsoft Certified Systems Engineer)