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## Demonstrated Skills

- Nine years of experience in web application development utilizing .NET 1.x/2.0,3.x (VB and C#), classic ASP, Microsoft SQL Server and Microsoft Internet Information Services (IIS)
- Strong skills in leveraging AJAX, JavaScript, Flash, HTML and CSS to create clean, standards compliant code that improves application responsiveness and the user experience
- Thirteen years of experience in web site design, deployment and maintenance
- Fourteen years of experience in computer hardware and network design, planning, troubleshooting, security and maintenance
- Experience applying technology in multiple business areas, including finance, music, real estate, and retail sales
- Recognized excellent leadership, verbal and written communication skills
- Exemplary pre- and post-sales support skills
- Experience working independently and in team environments to achieve high client satisfaction
- Versatility in working with clients of all sizes, including single users, small and medium-size businesses and large 500+ customer web hosting datacenter environments
- Demonstrated abilities to troubleshoot and solve problems in all areas of technology
- Strong background in application security, threat mitigation and incident response
- Working knowledge in deployment and maintenance of Linux-based systems including Apache, PHP, Perl, MySQL, and others
- Proficient in Microsoft Visual Studio, Microsoft Office applications, Adobe Photoshop, Adobe Illustrator, Macromedia Dreamweaver and many other development applications
- Understanding of common design and usability best practices
- Strong knowledge of web-based marketing and search engine optimization

## Professional Experience with Achievements

- 2008 – Current      **Binary Factory, Inc.**      International  
Owner / Web Developer (05/08 – Current)  
Provide PHP and .NET web development services to an array of international clients. Assist in market research, project planning, requirements gathering, documentation and project management. Manage advertising budgets in social media, pay-per-click, search engine optimization and email marketing.
- Manage a small team of independent contractors to increase available resources and increase billable hours.
  - Designed and developed an automating pay-per-click bid management system that decreased spending and increased ROI by over 300%.
- 2006 – 2008      **Rhythm Interactive, Inc.**      Aliso Viejo, CA  
Senior Web Application Developer (08/06 – 05/08)  
Develop and deploy a wide-range of web applications written in ASP.NET and PHP. Create information architecture diagrams to outline application functionality, workflow, and processes prior to development.
- Provide development time estimations with accuracy to maintain profitability.
  - Effectively manage development of multiple projects at once with a high-level of client satisfaction.
  - Provide guidance to production personnel regarding use of emerging technologies such as AJAX, CSS frameworks and table-less HTML layouts
  - Jumpstart expansion of search engine optimization services and social-media marketing.

2003 – 2006

**GTO Financial, Inc.**

Irvine, CA

Web Application Developer (08/03 – 08/06)

Design and develop custom in-house web applications using ASP.NET 2.0 and Microsoft SQL Server 2005. Provide solutions and architecture of internal business applications. Design and maintain corporate web presence.

- Designed, developed and deployed a loan scenario search engine that allowed salespeople to find the best solutions for their clients. Database included over 1.5 million program scenarios from 120 mortgage lenders.
- Designed, developed and deployed customer relationship management system for telemarketing sales including custom integration with VoIP telephony server for outbound sales calls. Extensive reporting enabled management to identify and eliminate \$18,000 per month spent on unserviceable leads.
- Managed successful search engine marketing campaign through Google Adwords, Yahoo! Search Marketing, MSN adCenter, Kanoodle, and Ingenio.
- Designed and maintained primary corporate web site and multiple micro-sites to generated new lead sources.
- Managed opt-in e-mail marketing campaign to recruit new employees and partners to generate additional sources of revenue.

2000 – 2003

**Self-employed**

Nationwide

Web Application Developer (01/00 – 08/03)

Provide web design and web application development services to multiple types of clients, from large hosting providers to small businesses. Effectively multi-tasked to complete projects and meet deadlines. Interface with sales personnel on pre- and post-project support for outsourced projects. Manage the deployment of applications into production environments.

- Designed and developed a full-circle hosting service control panel including account management and service creation. Automated tasks such as deploying new web sites in Microsoft Internet Information Services, establishing DNS records, establishing e-mail accounts, creating SQL databases and billing customers. Seamlessly deployed and migrated solution for over 300 client accounts and resellers.
- Designed, developed and deployed "do-it-yourself" e-commerce store builder for web hosting provider in ASP with a Microsoft SQL 2000 backend.
- Performed API integrations with seven credit card processing centers via web services, XML and SOAP technologies.
- Programmed integration with United Parcel Service (UPS) shipping calculation and shipment notification via XML.
- Provided web design and development services for over 50 clients.

1998 – 2000

**Best Buy**

Mission Viejo, CA

Technician Team Leader (03/99 – 01/00)

Manage and support a team of nine computer and audio/video technicians. Review and prepare revenue and labor budgets.

- Led team to surpass projected Q2 2000 budget by 90%. Recognized by corporate for posting the highest revenue in the western region.
- Specially selected to be involved in the national re-branding of Best Buy technical services. Involved in the migration to a streamlined service process management system.

PC Technician (08/98 – 03/99)

Perform diagnostics and apply troubleshooting skills to resolve hardware and software problems. Provide friendly service to walk-in customers. Suggest hardware upgrades available on a per-customer basis.