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Objective

To expand a career in website and application development by implementing field knowledge, marketing knowledge, and practical hands-on experience. Building on the understanding of multiple languages and platforms, coupled with a strict detail-oriented project management and development philosophy.

Skills

Web Development – 1996 - Present

- *PERL*: custom programs developed to run order entry systems, data collection/manipulation, knowledge based systems, project work flow management applications, content management tools, dynamic graphic/XLS/PDF generation, advertisement distribution systems, object oriented module/script creation and payment processing integration
- *PHP*: dynamic database driven content, object oriented programming, content management solution (CMS) implementation, order entry systems, advertisement distribution systems and payment processing integration
- *JavaScript: JS library experience (such as Prototype/jQuery), scripts developed to oversee data handling, file transfer, page/frame control and layout, animation, correction of cross browser incapabilities and help screens*
- *Web Development*: AJAX, HTML, XHTML, CSS, current web standards
- *SQL:* MySQL, Oracle SQL, from simple queries to complex joins
- *Search Engine Optimization* (SEO) expertise and *Search Engine Marketing* (SEM) experience
- Experience with complete software life-cycle
- Integration and implementation of open source software, third party modules, external API and web services
- Shopping Cart/Store front development in both PERL and PHP technologies
- Image manipulation, optimization and generation using Photoshop, Gimp, PERL and PHP
- Remote Server Administration via Telnet and SSH clients
- Customer and employee support and training

Operating Systems – 1990 - Present

- Unix/Linux, Windows software family (Win95-Win7), Macintosh 9.x/10.x

Applications/Software/Tools – 1996 - Present

- Gimp, Adobe Photoshop CS(x), multiple IDE applications (i.e. Eclipse, Quanta, FrontPage, Dreamweaver), user tracking and trending tools (i.e. Google Analytics, Yahoo WM tools), ad placement and management (i.e. Adwords), Toad, SQL Developer, Xampp/Lampp/Apache technologies, Saxotech Publicus content management tools, Microsoft Word / Access / Excel / Project, Adobe Acrobat, Microsoft Visual Studio

Work Experience

LexisNexis   2006 – present

Application Developer, Web Administrator/Developer

Systems Development / IT

- Developed and maintained customer facing order entry systems along with multiple company specific websites.
- Developed and maintained back-end PERL scripts used to process orders, send customer newsletters and perform automated operations.
- Worked directly with company stakeholders, senior IT professionals, marketing representatives and customer service employees throughout the life of a project.
- Solutions developed using multiple technologies, including the Seam framework, JAVA, Richfaces,

HTML, CSS, Javascript, JS Libraries, and a proprietary PERL-based web mark up language which integrates PERL and HTML.

- Major Projects:
  - **Signatureinfo.com**   http://www.signatureinfo.com
    - Created CSS and HTML/XHTML layouts from a flat graphic (Adobe .PSD) provided by a designer.
    - Worked with marketing to optimize the content/layouts for better search engine placement and usability.
    - Primary Technologies: HTML, CSS, Javascript, PERL.
  - **Sign On**   http://www.signatureinfo.com
    - Designed, prototyped and maintained the user interface within SignOn, which is the primary order entry system for the company.
    - Worked closely with marketing to implement upgrades to the application in a timely manner.
    - Primary Technologies: HTML, CSS, Javascript (proprietary, Prototype.js, jQuery.js libraries), AJAX, PERL, Web Services.
  - **Certificate Generation**
    - Developed and maintained scripts that generate PDF certificates connected to orders within the system. These certificates are the backbone of the company's online product.
    - Primary Technologies: PERL, Open Office, proprietary document generation server.
  - **OMS rewrite**
    - Developed and customized the front end design of a new order management system used to fulfill orders throughout the company.
    - Worked closely with the back end Seam/Java developers to ensure the proper functionality was achieved.
    - Leveraged Richfaces, Prototype.js, JQuery.js and other component libraries to provide a "Web2.0" user experience.
    - Primary Technologies: XHTML, CSS, AJAX, Javascript (proprietary, Prototype.js, JQuery.js libraries), Seam Framework, Richfaces, Maven.

Asbury Park Press / Gannett / InJersey   2004 – 2006
Web Designer, Web Application Administrator/Developer, Database Administrator/Developer
APP.com development, Advertising production
Developed and maintained database driven applications written in PERL, as well as HTML development for the Asbury Park Press and affiliated papers. Developed online optimization solutions for advertising, classifieds, and the newsroom. Worked closely with the advertising department to launch new online campaigns.

- JerseyShoreNow   http://www.jerseyshorenow.com
  - Developed online purchasing solution for real-estate and restaurant listings that allowed a business to purchase and populate a listing to be displayed in multiple searches across the site.
  - Developed an automated solution for pulling in real-estate listings from realtors across New Jersey.
  - Developed the back end GUI that allows management to administer all the transactions, posts, users and data entered by anyone on the site.
  - Coordinated the financial and marketing involvement throughout the development of the project.
  - Trained multiple departments on the use and usability of this solution.
  - Developed a reverse publishing solution to push specific listings directly into the print system.
- Budget Calculator   http://www.app.com/budgetgame
  - Developed an interactive form containing questions and answers. Each choice the user made affected the remaining answers on the form. This project was tied to a large story in the print product.
  - Data was collected to be used when writing the follow-up story.
  - This code was then shared throughout the Gannett-owned newspaper companies.
- Event Calendar Management Tool
  - Developed PERL-based application and GUI that allows the Asbury Park Press and affiliated

papers to organize, update and use a reverse publishing solution for all event listings in print.
- o Project requirements included multiple logins and permissions, detailed information pages for each event, reporting and connectivity to a calendar of events search on the Asbury Park Press' website.
- o Developed search allowing web users to pull event listings using multiple search criteria.
- o Trained multiple departments on the use and usability of this solution.
- APP.com content management tool migration
  - o Part of the content management migration to the Publicus content management system.
  - o Large scale system migration, data migration, template creation.
- Advertising production workflow application
  - o Developed PERL-based application to manage the marketing projects throughout the Advertisement Services Department.
- Classified/Press Pix conversion
  - o Developed a PERL-based front-end system with capabilities to list and search through specially marked classified ads, which include bonus web content.
- In Remembrance / Classified optimization   http://www.app.com/inremembrance/
  - o Developed a PERL-based automated solution to handle the nightly processing and placement of special ads onto the web.
  - o Coordinated efforts between multiple departments to optimize the conversion and placement of In Remembrance classified ads onto the web.
- Online Searchable Databases for special reports
  - o 5/01/06 - THNT Yard Sale Sign Up   http://thnt.com/yardsale
  - o 4/07/06 - Academic Leader Form   http://orig.app.com/app/0604_academicleader.html
  - o 3/15/06 - Comics Survey   http://orig.app.com/app/0603_comicpoll.html
  - o 3/01/06 – Budget Game   http://www.app.com/budgetgame
  - o 8/04/05 - Monmouth County OT database   http://orig.app.com/mc_ot_05/
  - o 3/01/05 - School report card database   http://orig.app.com/reportcards/

Client production

Lead with the Database and HTML development for multiple clients of InJersey and the Asbury Park Press. Worked directly with each client handling initial consultation, HTML/Graphic design, E-Commerce solutions, and all support/updates.
- Breedersgold   http://www.breedersgold.com
  - o Developed ecommerce/shopping cart solution addressing all of the clients needs and merchant choice.
  - o Lead developer for all graphical and programming design.
- New Jersey Junior Golf Competition   http://www.njjgc.com
  - o Developed ecommerce/shopping cart solution addressing all of the client's needs and merchant choice.
  - o Lead developer for programming design.
- Jersey Shore Dates   http://www.jerseyshoredates.com
  - o Developed ecommerce/shopping cart solution addressing all of the client's needs and merchant choice.
  - o Lead developer for programming design.

Siemens   2000 – 2003
Web Administrator/Developer (contractor with Tek Systems Consulting)
Siemens Energy & Automation, Process Automation (PAS) -   **2002 – 2003**
Maintained and developed content throughout many communities on http://www.sea.siemens.com. As corporate standards changed from using PERL to using ASP/VBScript, knowledge of this technology had to be gained, and all the PERL programs being used had to then be migrated as well. Internal and external marketing/IT needs were met with development of many custom applications to handle time, project and IT problem tracking.
- Clear Case Knowledge Base – *Internal site*   *D*emo - http://ccw.jconk.com
  - o Developed entire PERL-based application and GUI interface that allows multiple IT

administrators to track and collaborate on issues they encounter with the users.
- o Project requirements included search capabilities, multiple logins and permissions, ability to submit new helpdesk tickets as well as the ability to address other user issues.
- o Personal developer for this project included all aspects of data flow and project conception, development and QA testing, to the launch and knowledge transfer.
- Web Work Flow - Internal site
  - o Developed internal web-based application, used to track PAS marketing projects for management analysis.
  - o PERL-based programs produce the GUI interfaces, as well as controlling all the back end processes for saving, manipulating, and running simple reports on the data.
  - o Developed detailed data flow consisting of the following steps: The user submits a project, the manager reviews and assigns the project, the developer can update all vital data including links, steps, completion start/end dates and time worked.
  - o Included a reporting feature that allowed administrator to collect all the project details and overall time, which was then displayed as a web page, flat text or Excel spreadsheet.

Siemens Energy & Automation, Industrial Software Division -   **2000 – 2002**
- Community leader and developer for the software web community
- Part of Siemens Web Reconstruction Committee that was in control of redesigning the SEA website - http://www.sea.siemens.com
- Redesigned Industrial Software's product site
- Developed global solution provider area.
- Created HTML/JavaScript coding straight text editor using Notepad, Editeur, Simple Text; layout using Allaire Home site and FrontPage 98; image creation/manipulation/optimization using Photoshop and Flash.
- Creative/ASP/CSS controlled navigation developed for straightforward ability to update/change website to allow fresh new looks, new products and new sections, to be made easily and quickly.

Peterson's   **1999 – 2000**
Web Developer/Tester (contract position with Adept Consulting)
Petersons.com -   **http://www.petersons.com**
- Part of Peterson's web development team; website was featured in Yahoo Magazine's Top 200 for 2000, and was voted number one pick for college reference sites.
- Worked closely with the director, providing assistance and instruction for the creation of Peterson's newly revised corporate website (http://www.petersons.com/advertise/).
- Updated database using Peterson's Inclusion Tracking System for use with billing, acknowledgement package generation, manuscript tracking and general schedule management.
- Created HTML/JavaScript coding straight text editor (Notepad, Editeur, Simple Text)
- Tested in E.I. 5.0+/Netscape 4.0+
Peterson's GradAdvantage -   **http://www.gradadvantage.org**
- Created online graduate school applications published at http://www.gradadvantage.org. Created applications using MS FrontPage 2000 and manually edited HTML content using a text editor (Notepad, Editeur, Simple Text).
- Used OmniForm to scan and edit original applications, including naming fields, and exported to printable PDF format.
- Tested existing online applications for data continuity and browser compatibility with Netscape and Internet Explorer. Ensured that finished online application matched specifications of university. Updated HTML documents and printable applications as requested by university clients.

Freelance Work   **2003 - Present**

JORBA.org -   Mar 2010-present   http://www.jorba.org
- Leveraged social media websites (Twitter/Facebook) and content sharing sites (Flickr/Youtube/Vimeo) throughout the site.
- Integrated third party modules into the existing PHP-based Wiki solution (MediaWiki.org).
- Worked directly with stakeholders to create a conversion/upgrade plan to move off the current Wiki solution to an open source PHP-based CMS solution.
- Worked with content contributers/writers to improve search engine placement.

Casino Pier/BWB   Oct 2007-present   http://www.casinopierstore.com/store
- Maintained and updated current E-commerce solution (OSCommerce/PHP) as per client requirements.
- Integrated third party modules provided by the OSCommerce community.
- Performed server migrations (using WHM/CPanel solutions) to better handle user load.

SchoolCafeterias.com -   Jan 2007-present   http://www.schoolcafeteria.com
- Developed a web-based order placement solution which allows parents to place lunch orders for their children on a weekly or monthly basis.
- Order management solution allows easy access to raw data which the client then uses to populate their in house database.
- Worked directly with stakeholders to integrate a payment solution (PayPal), as well as implement additional updates when needed.

ProjectBill.org -   Oct 2008-present   http://www.projectbill.org
- Developed a content management solution (CMS) used to run a variety of client and personal websites.
- PERL back end used to control user interaction, sessions, content, CMS modules and security. Leveraged open source/distributed PERL modules (IE: CGI/Geo::Google::MapObject/etc.) throughout the coding.

MyBwb.com   Sep 2005-2009
- Organized, designed and developed web-based staffing solution that allowed employees to view schedules, calendars and important information.
- Content was administered by management through a GUI to schedule employees, update multiple calendars, schedule/manage large events, and share information to visitors and employees in multiple areas of the site.
- Incorporated a caching system to reduce unnecessary communications with the database.
- Developed permission-based photo gallery system with image protection and image caching functionality.
- Developed permission-based Calendar solution for different needs of the company.

Severance   Launched 2006, removed July 2008
- Designed and developed a promotional site for musical talent.
- Developed a GUI to allow the content of the site to be updated without knowledge of HTML.
- Developed and implemented third party mailing lists, photo galleries, blogging tools, and multi-site promotional solutions.

Your Corner   Dec 2004   http://www.ycorner.com
- Head developer of data/website architecture, design, and PERL programming.
- Streamlined page meta information and markup tags for search engine optimization.
- Developed a login area for access to personal to-do list, calendars, weight managers, journals, cross site messaging and money management tools. This area also allowed for custom content to be displayed throughout the site, as well as for updating personal profiles and privacy settings.
- Connected site to Avantgo service to allow member programs to be accessed via a PDA.
- Created graphics and layout using Photoshop.
- Tested for browser comparability.
- Leveraged WHM 7.2.0 cPanel on a Linux system running Apache Version 1.3.28 (Unix) for basic site

administration.
Carbon 14   Launched 2002, removed July 2004
- Developed a creative GUI interface that used JavaScript to control and display all navigation and animations.
- Created a back end, PERL-based administration to allow client to update any sections of the site without knowing any programming.
- Created graphics using Photoshop.

Language Crossing   Jan 2004   http://www.languagecrossing.com
- Contracted through Fireteam Consulting (http://www.fireteamconsulting.com)
- Developed PERL-based, database driven navigation system that performs across all platforms and browsers.
- Hand coded all non-dynamic content using XHTML and Javascript.
- Developed PHP-based ecommerce/shopping cart solution addressing all of the client's needs for usability of data and merchant choice (Authorize.net).

Education
Saxotech/Publicus content management tool training October 2005
    Detroit, Michigan
    One week training class presented by Gannett
CGI Scripting with Perl Programming Workshop   January 2001
    Alpharetta, Georgia
    One week training class presented by an O'Reilly, PERL certified teacher
The Cittone Institute, a Lincoln School   September 1998-August 1999
    Mount Laurel, New Jersey
    Computer Programming Certification August 1999
    GPA 3.98
    Academic Internship Program Participant

Certifications/Awards
Asbury Park Press:
- Employee of the month (Neptune Office), January 2006
- Blue Envelope staff award for Event Calendar system
- Blue Chip staff award for Event Calendar system

Cittone Education awards:
- 4.0 Computer Programming - Java 1, Java 2, WWW/HTML, C, PC Competency 1 & 2, SQL
- Numerous perfect attendance awards
    - Outstanding Achievement in Computer Aided Design