

Senior PHP Developer

I have over 10 years of continuous exposure with leading edge technologies, best practices, and methodologies. This experience has been leveraged towards the development of high impact, mission critical solutions for both commercial and government customers. I am seeking a challenging senior software position where I can function as a cornerstone contributor in achieving technology solution success for customers.

Professional Experience

Freelance PHP/MySQL Developer

October 1998 – Present

Digital Criterion, New York, NY

- Created various plug-ins that integrated with the company's CRM system utilizing CakePHP
- Developed various API integrations like:
 - FaceBook Connect
 - Campaign Monitor
 - Twitter OAuth
 - Kerios Mailserver

Pyramid Consulting Group, New York, NY

- Integrated the BullHorn Staffing System for firm through APIs and custom solutions
- Created XML calls and responses that interact with the BullHorn servers by combining unique API commands to accomplish tasks thought to be impossible and undocumented by SAS vendor

Boston University – Department of Otolaryngology, Boston, MA

- Converted Form-to-Email functionality to a complete CMS solution
- Utilized AdoDB PHP Class to cache MySQL calls

PHP Work List, New York, NY

- Developed a directory listing of PHP freelance jobs and projects dynamically imported from multiple RSS data channels and filtered through SQL queries
- **Optimized static and dynamic page elements adhering to search engine best practices, including search engine friendly URL mod rewrites and dynamic meta tagging**

SEO Manager

April 2009 – August 2009

Market Maker Interactive, New York, NY

- Created SEO score cards showing strengths and weaknesses of potential clients' web sites
- Audited websites and provided a page-by-page analysis for improving SEO
- Generated Monthly SEO reports showing trends, recommendations and goals
- Lead a team of 4 interns that performed SEO best-practices strategies for various clients.
- Communicated with all clients about the changes they should make in order to improve their SEO
- Assigned specific tasks adjusting teams' focus based on client needs
- Identified goals, drafted action plans, and reported to the client how my team was achieving those goals.
- Every week reported to the Director of Technology where we stood with each client and presented any issues as they appeared.

Senior PHP Developer

April 2008 – April 2009

Market Maker Interactive, New York, NY

- Developed Web 2.0 websites for agency clients starting from information architecture wireframes, web server setups, and database to PHP & Ajax integrations, while meeting creative direction and business requirements
- **Sleepys.com**
 - Re-engineered CMS to accommodate the clients' expanded business needs
 - Integrated Ajax scripting capabilities and PHP SMARTY template system for better user experience
 - Implemented web analytics tracking via HTML, Flash and JavaScript tagging
 - Created a centralized reporting system for all marketing data (PPC, SEO, Display Media, Emails, Coupon Redemption) to provide actionable analysis
- **Shelnspires.Us**
 - Lead developer for database and back-end functionality of site

- Integrated GD Library to automate complex image manipulation
- **EightStraight.com**
 - Managed Joomla install and created plug-ins to satisfy clients' requests
 - Programmed website with PHP and Smarty template system
 - Developed MySQL queries to fetch data from databases
- **Traffiq.com**
 - Migrated XML feeds into MySQL tables
 - Improved speed and accuracy of content population by eliminating convoluted array manipulations with MySQL queries

Senior Desktop Analyst

May 2005 – April 2008

NYC Department of Education, New York, NY

- Provided on-site support for Department of Educations - 120+ user workstations running Windows 2000 Professional and Windows NT 4.0
- Supported and troubleshot applications such as Lotus Notes, Office, and proprietary school data applications
 - Deployed security software to over 4,000 computers during the summer supervising a team of 10 consultants
 - Maintained the intranet, and email network infrastructures
 - Served as a liaison between the Central Office and the technology departments
 - Implemented a wireless environment for the department

Web Developer & Database Administrator

August 2002 – June 2005

MVP Audio and Video, New York, NY

- Designed, developed and maintained the company's E-Commerce website
- Marketed over 10,000 products via internet marketing mediums
- Programmed scripts to convert non-compatible databases to complaint databases
- Installed, and standardized all company servers to Apache, MySQL, PHP, and Debian Linux

Technical Qualifications

Programming Languages: 5, MySQL 5, CakePHP, CodeIgnitor, SMARTY PHP Template, Snoopy PHP Class, AdoDB Class, SOAP, AJAX, Object Oriented Programming (OOP), XML, JavaScript (JS), JQuery, Python, PERL, C++, Active Server Pages (ASP)

Web Development: Flash Action Scripting, Dream Weaver, PhotoShop, HTML, CSS 2, Coda, TextMate, Komodo, Drupal, Joomla, Expression Engine, WordPress, Ning Customization, OAuth

Operating Systems: Hands-on knowledge of Red Hat Linux Enterprise, CentOS Server, Ubuntu Server and Desktop (All derivatives), Windows 7, Vista (all), 2003 Server, 2000 Server, XP, 2000 Professional, Me, 98

Hardware: Experience installing, configuring, troubleshooting, and supporting: Dell, Compaq and IBM workstations and laptops, HP printers and JetDirect, WiFi access points

Education

- CS Associates Degree / Fall 2010 ~ Bronx Community College • New York