

Front-end Web Developer Front-end Web Developer Front-end Web Developer at Webimax
Philadelphia, PA Authorized to work in the US for any employer Work Experience Front-end Web
Developer Webimax February 2012 to Present Webimax 02/2012 to Present Loafin' Tree LLC
04/2003 to Present Front-end Web Developer Internet Consulting and Graphic Design Design and
development for C2C including custom design, HTML, .NET CSS, JQuery work, integrating custom
designs into ASP Storefront, Design, development and marketing services including internet
Wordpress, Joomla, graphic design for web, and branding print mate- presence, print design,
corporate identity, digital photo editing, product rial. Maintenance of existing client websites.
Multiple project assign- photography, project management, online and remote consulting. ments per
day. 4 month contract to hire. Internet services have included design, development, hosting,
programming, e-mail, cd applications, web applications, SEO/SEM, Owner/President Loafin' Tree
LLC - Philadelphia, PA April 2003 to Present Project management/remote & onsite consulting.
Internet services have included design, development, hosting, programming, e-mail, CD
applications, web applications, SEO/SEM, statistics, e-commerce and online security. Also print
design, corporate identity, digital photo editing, and product photography. SELECT LOAFIN
TREE LLC (Freelance) PROJECTS Virginia Classic Mustang Replaced small eBay presence
with e-commerce site with over 7,000 products and ~\$750,000 in internet sales the first year.
Developed API to integrate custom business application with e-commerce site for inventory and
product management. Developed new branding. Designed annual 220 page print catalog. Full page
magazine ads. Certainteed Developed interactive sales tool for the international pipes division
including product catalog and support documentation on DVD with capabilities for continual updates
via web API. Frontline Solutions Created 3 template themes for Wordpress integrating business s
proprietary .NET application. UI improvements to application. RentalMatchup Custom AJAX web
application, branding and web development for apartment rental postings and search website in the
Shenandoah Valley. BEVI (Beliefs, Events and Values Inventory) Custom web application and
database design/development for research project directed by Dr. Shealy at James Madison
University. Motorola Branding and mobile phone skin designs. Asurion Create mobile sales

tool for JCPenney, Dicks, and Guitar Center. Senior Web Developer Temple University - Philadelphia, PA January 2013 to June 2019 Responsible for 35-40 websites of Klein College and Temple University media websites (TV, newspaper, radio, yearbook). Lead for web developers/designers and student workers in Klein Technical Support Office. Responsible for web applications budget. Selected for Management Academy. Completed team project presentation: Evaluation and suggestions to improve support of veteran students at Temple University. Web and Wordpress support for all students, faculty, and staff. Two branding changes from School of Communications and Theater to School of Media and Communication and subsequently to Lew Klein College of Media and Communication. Rebuilt School of Media and Communications (Klein College) website and all department websites to make responsive (mobile friendly), and adhere to Temple brand standards. Lead for School on ADA compliance across all websites, digital and printed forms and policies. Assisted graduate office in creating online application and digital workflow for grad applications and department reviews on Microsoft CRM. Transition team moving College marketing site from Wordpress to Drupal under the care of the University's Strategic Marketing and Communications department. Separated all internal/external content and assisted University portal team to host internal content and all forms and policies on TUPortal. Currently responsible for Klein College related content, forms, and policies on the University portal. Recently transitioned to dedicated server vendor resulting in average 10X website loading time improvement and 46% cost savings. Manage web and database servers with WHM and cPanel. Supervise Wordpress installations including security, role management, updates, backups, domain registration, DNS records, and custom projects. Advise students, staff, and faculty on best practices, functionality, and uses as website administrators. Advise and assist collaborative non-profit partners with joint web properties. Senior Developer H4B Catapult January 2012 to February 2012 Select Client Projects: Short term assignment using HTML5, CSS, Javascript and JQuery Motorola - logo design and mobile phone skin designs to assist in the development of iPad Sales apps for the Health and Certainteed - web banner ads, application cd for pipes division Pharmaceutical industry. Tools - Mac and Adobe CS. Loafin' Tree Select Clients continued: Frontline Solutions - Created 3

Wordpress templates with .NET Technical Director Virginia Department of Health January 2011 to February 2012 CloudCaps (pre-funded Start-up) 01/2011 to 02/2012 application integrated. UI graphics upgrade. Virginia Department of Health - promotional products and wearables, Technical Director logo design, consultation Defined project specifications, target dates and budget for technical Virginia Classic Mustang - logo design, ad design, catalog design, team along with 36 month projections. Responsible for talent acquisition, e-commerce web site, custom programming, photography, SEO, server administration, version control using Mercurial and limited consulting front-end coding. Designed initial logo and website for pre-cursor, Rockingham Memorial Hospital - website hosting, promotional LegalCap. Worked with management team to define direction of the products SAAS product and marketing strategy. Management of tech team and James Madison University - print design duty assignments. RentalMatchup.com - custom web application, branding and website IMBES (International Mind, Brain and Education Society) - web design for event handling, hosting, consulting BEVI (Beliefs, Events and Values Inventory) - web design, custom web application Laff-n-Grin - SEO using Google Adwords, Web CEO and Google Analytics, rank from N/A to first page within two months for selected keywords IT/Graphic Design Experience (continued) Designer/Pre-press Technician Branner Printing 2004 to 2004 Primary duties include designing collateral, preparing customer files Art Director/Designer for the press, scanning technician, back-up technician for imposition In charge of all art related activities for 11 affiliated companies software, stripping, image setter and plating. Additional duties as including but not limited to print and mail house vendor relations, required: customer education and relations, bindery work, stitching, printed material, newspaper ads, posters, direct mail campaigns, delivery, and cutter. etc. Responsible for relations with international vendors. Additional responsibilities included photographing collateral for printed material, Art Director LB&J Limited, LLC 2002 to 2003 Artist Emerald Promotional Products 2000 to 2001 2000-2001 design and installation, landscape and interior design, organizer for Designer/Artist golf tournament fund raiser, procurer of promotional products and Sole art department employee, responsible for management of art giveaways, and supervision of employees. department, for all designs and art department

procedures, vendor selection and relations, window and showroom displays, corporate identity, marketing materials and newsletter, photographing promotional materials, company website design and maintenance.

Mechanical Engineering Experience Designer Raymond Corporation - Johnson City, NY June 1991 to July 1999
Innovation Associates - Johnson City, NY 11/1987 - 6/1991

Various contract assignments including: Designer Supported eight engineers within the Continuing Engineering Department by working on Corporate Product Health Team priority Universal Instruments Corporation list, warranty, safety issues, and day-to-day production and field issues across all product lines. Duties included design; prototyping; production CAD Designer - Responsible for all customer proposal layouts, electrical and field kit documentation; expediting parts and assemblies; and box and cover designs, assembly layouts, detailing, exploded isometric dealer manual, change control, purchasing, and factory support. Part of assembly drawings, tooling, bill of material generation, electrical task team to design and implement conformance to newest European diagrams, and change requests. ESD and EMI regulations on all product lines.

IBM Corporation Drafter Part of a team to bring existing products into conformance with CADAM
Draftsman - Assignment included converting all CAD facilities European safety specifications for distribution of products over seas. drawings to new corporate standards using FMIS program. Responsible Instrumental to design of electrical systems with minimal susceptance for complete field checking and input of IBM facility piping, HVAC, to electro-magnetic interference. Researched International metric electrical and architectural drawings. hardware standards, identified and specified required company policies for conformance. Member of task force on benefits, cost savings and initial requirements of implementing ANSI Y.14 Standards at Raymond CADAM

Design/Draftsman W.H.S. Robotics Inc March 1987 to November 1987 Duties included drafting of mechanical and electrical parts, assembly Tool Designer - Contract Assignment drawings on board and on Tandy 3000 system using CAD-PACK Design of complex welding, and machine tooling; standardization of software, running blueprints, assembling vendor packages, machining truck parts, and continual research to produce increased efficiency and and assembly work, and managing drafting department after initial cost effectiveness of manufacturing procedures. AGV

prototype construction. Drafter - Custom Products Division - Contract Assignment Responsible for mechanical design and full electrical/mechanical documentation. Education Theocratic Ministry School - Harrisonburg, VA 2000 to 2008 BFA in Graphic Design & Photography Temple University - Tyler School of Art - Elkins Park, PA 1999 to 2001 Associates in Mechanical Engineering Broome Community College - Binghamton, NY 1992 to 1998 Skills PHP Links <http://www.toddbroadbent.com>

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