Senior Web Developer Senior Web Developer Senior Web Developer Pinole, CA Work Experience Senior Web Developer 2014 to 2015 Managed and developed 5 separate websites for telecom startup Designed and built company intranet Ran SEO marketing setup campaign Built custom plugins Innovated on website functionality and mobile-first development Spearheaded development efforts in analytics integration and reporting Developed flexible and responsive email marketing framework using Jekyll and SASS Implemented company usability program and initiated first tests Principal, Chris Burbridge WordPress Development 2005 to 2014 2105-present) Solo firm specializing in full-spectrum WordPress site design & development for small businesses Regularly perform consulting for small business clients - needs assessment, planning, scoping, design, development - including the nuances of proposal development and approval Perform marketing and business development for small businesses, focusing on sales funnels, branding, messaging and market positioning Develop a full suite of WordPress websites, including membership, e-commerce, and learning management systems (LMS) Develop according to best practices in HTML/CSS using PHP, jQuery, MySQL, with and using Git, Emmet, SASS Set up and troubleshoot all aspects of server configuration for WordPress-hosted sites Write web copy for clients' landing pages and marketing messages Custom theme development using responsive standards Custom plugin development using best practices Developed and ran successful WordPress training course Developed RESTful API for telecom project Web Developer Ejemoni, Inc - San Francisco, CA 2000 to 2001 Worked closely with staff to develop Web-based, configurable defect tracking system from scratch, using Perl CGI with MySQL back-end Web Developer WebSite Pros - San Francisco, CA 2000 to 2000 Developed internal Web-based project tracking software Documented internal system architectures Communicated inner workings of product to non-technical persons, serving as liaison between programmers and non-programmers As lead designer/programmer on several features, helped project stakeholders clarify roles and needs using UML use case modeling Web Developer/Architect Site Design Online - San Francisco, CA 1999 to 2000 Developed site architecture (technologies, process, etc.) for design startup company: Linux, MySQL, Perl, Apache Developed realty membership email notification system based on multiple

user preferences Online Help & Tools Developer Autodesk - San Rafael, CA 1994 to 1999 2001-2003, 2005, 2007)   Developed, implemented, and tested online help systems for 8 products   Developed large-scale help format conversion tools   Designed improved online help interfaces based on user feedback and research   Developed and delivered two-day companywide online help seminar   Served as technical resource in online help matters for all departments   Wrote specifications and other documentation for localization, in-house style guidelines, custom conversion tools, etc.   Developed Cold Fusion-based Web intranets   Built and executed custom document automation to convert massive documentation sets to semantic formats, and trained and implemented for multiple departments   Developed numerous automation tools using Perl Education BA in Modern Society and Social Thought University of California - Santa Cruz, CA Skills Mysql, Sql, Javascript, Json, Php, Xml, Xslt, Html5, Sass, jquery, Ajax, Copywriting, Marketing, Digital marketing, Seo, Optimization, Wordpress, Coaching, Training Links https://chrisburbridge.com Additional Information KEY SKILL AREAS   Web Development Digital Marketing Consulting & Training   WordPress   Market positioning   Customer consultation   HTML5 (responsive)   Brand development   One-on-one coaching   CSS3 (SASS, LESS)   Funnel optimization   Business ideation   Javascript (jQuery)   Copywriting   Lean biz dev   XML (JSON, XSLT)   SEO (global, local)   Speaking & presentations   PHP (AJAX)   Google Analytics   Curriculum development   SQL (MySQL)   Google Tag Manager   Small workshops

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