

# Alexander Choban

<https://github.com/alexanderchoban>

## Overview

Alexander has over ten years of experience applying technology to business needs. He has an extremely wide variety of skills including programming in C# / .NET & .NET Core, Node, Angular, ASP, VB Script and JavaScript, business analysis, architecting databases and writing complex queries, server administration, and project management. One of Alexander's strongest assets is his ability to automate processes and solve complex problems. Alexander has a long history in online marketing and ecommerce solutions. He has helped clients use SEO, advertising, and affiliate programs to increase ecommerce sales. On top of Alexander's technical prowess, he also has the acumen to work with people. He has worked with clients to develop and document business requirements and has managed and mentored programmers while working on large and small scale projects. This mix of technical knowledge, ability to solve problems, and strong people skills makes Alexander a star player on any technical team.

## Technical Skills

- **Software:** Visual Studio Code, Git, Docker, Visual Studio 2008+, Team Foundation Server, SQL Server Management Studio  
Eclipse, xCode, Dreamweaver, Adobe Photoshop, Visio
- **Languages:** ASP.NET Core C#, Node/ES6, ASP.NET C#, .NET C#, Classic ASP (VB6), HTML, Web Browser Javascript, JQuery, Objective-C (iPhone Development), PHP, Linux Bash Script
- **Project Management Tools** Jira, TFS, ConnectWise
- **Databases** Mongo and Extensive knowledge of Stored Procedures, Triggers, Indexing, Packages, & Full Text Indexing in MSSQL and MySQL
- **Hardware** Ability to replace memory, hard drives, etc. on both desktops and servers. Ability to configure and debug basic network hardware.
- **Applications** Ecommerce websites, marketing websites, back end order processing, tracking, and reporting, call center order entry
- **Industries** Ecommerce, Call Center Systems, Internet Marketing, Health Insurance Administration, Catalog Mail Order
- **Operating Systems** Windows, Windows Server, Mac OSX, Ubuntu & Debian Linux
- **Tools** Constant Contact, Google AdWords, Google Analytics, ShareASale

## Work Experience

### Progressive Impressions International – Bloomington, IL

Now goes to market as Taylor Communications  
2014 – Present

**Software Engineer**

- Supported legacy ecommerce system built on Orchard
- Help architect services based ecommerce system with ASP.NET Core and Docker
- Created OAuth system using Identity Server and SQL Server
- Created dynamic, segregated, database service with RSA encrypted connection strings per app
- Used Mongo to store dynamic customer data

### **Technical Business Analyst**

- Worked on an Agile Development team in a quality first and constantly improving environment
- Led internal team meetings including, Stand ups, Retros, and Sprint Planning
- Served as a liaison for IT Manager(s), development staff and the project stakeholders
- Performed gap analysis and documented client business requests
- Created user interface guides, functional specification documents, and test scripts
- Worked with supervisors and managers to develop and maintain the workflow used for the internal issue/ticket tracking software, JIRA

### **ComeToBuy, Inc. – Bloomington, IL**

Now known as White Oak Technology Group  
2002 – 2014

### **Business Analyst and Project Manager**

- Regularly planned and led internal and client facing meetings to gather requirements to determine their web site and custom application needs
- Explained and translated business requirements into technical specifications for programmers
- Created project plans and documentation based on client requirements
- Created use cases using Visio
- Maintained “Issues/Bug” list for large scale projects and communicated issue statuses to clients
- Edited and wrote content for RFP responses

### **Lead Web Developer and Programmer**

- Managed C# .NET programming teams of up to four people for small scale and multi-year projects
- Mentored other C# .NET programmers and team members
- Designed, created, and modified marketing websites using Content Management Systems
- Designed and created marketing emails
- Modified and created marketing graphics for websites using C# .NET
- Developed, configured, modified and managed several e-commerce websites using NopCommerce, OpenCart, and custom cart solutions
- Designed, developed, and modified custom web and Windows applications for call centers, health insurance, and catalog mail order industries
- Architected and programmed a custom ecommerce software solution using C# .NET
- Designed UI for custom applications
- Reviewed team members’ code
- Merged code from development to production environments using WinMerge

- Created test cases for team members bases on system requirements
- Maintained and Modified a complex COBOL .dat file to MSSQL Conversion Process
- Designed, created, and modified relationship databases  
Environment: C# / .NET, ASP, VB Script and JavaScript  
Web & Graphic Design
- Extensive knowledge of HTML 4/5, XHTML, CSS 2/3, XML and Javascript
  - Including jQuery and Twitter Bootstrap Frameworks
- Responsive Design and Progressive Enhancement Website Concepts
- Content Management Systems: Developed WordPress 3.5.X and Joomla 2.5–3.X Websites
- Experienced working in Adobe Creative Suite (Photoshop, Illustrator, Flash, Dreamweaver)
- 10+ websites live with a custom design
- Designed various company logos
- Flash Action Script
- Acrobat Professional

### **Business Consultant**

- Used Google Analytics to help clients identify a need for mobile browser compatibility
- Reviewed and made recommendations for Google Ad words usage based on search words and traffic patterns
- Identified and presented both technical and content recommendations for SEO performance on websites
- Automated a daily order entry process, saving CTB approximately 182 man hours a year

### **Server Admin**

- Architected a Shared Hosting Environment in Ubuntu Linux using Apache (using the MPM-ITK module with CHROOT)
- Secured an Ubuntu Linux server hosting web applications using ClamAV, fail2ban, and SFPT/SSH
- Setup and maintained Windows and Linux development servers in Hyper-V
- Managed website hosting services in Apache and IIS
- Maintained a Ipswitch iMail Email Server with POP3, SMTP, and IMAP services
- Responsible for maintaining email newsletter lists and sending newsletters for 3 different email marketing lists
- Ran updates for multiple Windows and Ubuntu Linux web hosting servers
- Created maintenance scripts in both Windows and Linux environments
- Managed in-office DNS server

Environments: Windows 2000–2008R2, Ubuntu Linux, Ipswitch iMail Server, IIS, Apache, PHP, C#, ASP.NET, Classic ASP, Visual Studio, Sublime, WinMerge, Joomla, WordPress, Microsoft Office, Adobe Create Suite, ConnectWise