Eric K. Holbrook
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Background:

- Front and Back End tech: PHP, Java, SQL, PHP, HTML, JavaScript, CSS
- Involved in coding of both Back-end and Front-end code for e-commerce sites for Citibank, AARP, Allstate, Verizon and others as well as Magento based ecommerce platform.
- Considerable Graphic Design Background and Marketing experience as my interests lie in both design and coding.
- Problem solving, debugging, code optimization, code review and code analysis.
- Work effectively as a team member within all levels of company, teaching, sharing, learning
- Agile and Scrum development practices but comfortable in smaller faster paced environments as well.
- Version control systems, CVS, Subversion / SVN, Git & Git Bash
- Able to build a website from the ground up with no specific core framework but also
- Experienced with hosting and building WordPress sites, setup, customization and writing new code.
- Experienced building micro websites using JavaScript or PHP.

Most Recent Work History.

Lead Developer (Contractor, working on location) – Coral Springs
December 2016 – Present.

- Contractor as the Lead Developer for a Magento 1.9 based e-commerce platform. Heavy JavaScript, PHP and some light Node.js work. Responsible for all aspects of site, both front and back, including SEO, building templates (php,html, css and JS), writing all code using responsive design practices, rewriting inefficient (or broken) code, creating new code, installing plugins, maintaining users (both admin and customers), updating content through cms pages and blocks, adding and configuring products and product attributes, building pages, organizing product grids and lists (through code), google analytics and more. Typical example of a project was taking the code used to calculate various product options and configurations on all customer facing product pages, from nearly 1500 lines of JavaScript down to approximately 200 and at same time allow it to be more opened ended and flexible.

Web Developer at Deluxe Rewards (A Division of Deluxe Corporation - NYSE:DLX) – Boca Raton
August 2013 – December 9, 2016.

- Front End coding within JSP pages using HTML, CSS and JavaScript, including JQuery library. This included extensive work with the HTML, CSS and core JavaScript to build out different facing websites that all shared core java and HTML code. Logic was written in java and JavaScript to handle how different data, html, and css would be shared or not shared or displayed for each client

- Directly involved in coding of ecommerce rewards type websites for Allstate, Verizon, Citibank, AARP, and dozens of smaller clients.

- Writing new or upgrading existing back end code - including basic Java, SQL scripts and procedures, jUnit testing including writing or adding to existing java code for everything from how customers could update their account information, purchase and checkout products, display product catalog and handle all variations of products, book hotels and travel arrangements, process logins, redeem points, enter online auctions or sweepstakes, track events and customer interaction with google analytics (writing the JS code and logic) as well as the admin/customer service side of the website to manage each website, their customers, products, setup sweeps and auctions and more.

- Working within an **Agile** development environment with multiple **Scrum Teams**, Daily Standups, project planning, Grooming and Tasking

Web Developer at 85 Broads (later renamed to Ellevate) – New York, Connecticut and Remote in Florida
August 2003 – November 2008 & March 2012 - August 2013

 Propose and develop new strategies for increased network growth. This including building surveys, capturing more member data by adding more fields to member profiles, and making more logical connections with data to increase feeling of members that they are part of a large network.

- Retiring old or outdated technologies to be replaced with future technology solutions and concepts including Developing WordPress sites as a platforms for projects and to explore possibility of moving entire site to WP or Drupal or Joomla.

- Build out smaller micro websites that ultimately help grow parent website and increase growth.

- Using PHP or Ruby on Rails, build or improve core functions to handle member profiles, news feeds, user subscriptions

- Creating email newsletters on a regular basis and manage the difficulties in working with multiple email clients

Director of Web Development and Graphic Design at SKM Media – Boca Raton
April 2010 - March 2012

- Design, hand code, then deploy and manage 30+ websites

- Coding in PHP, MySQL, JavaScript, HTML, CSS.

- Design print and email marketing campaigns for clients (postcards, full page ads, brochures).

- Build marketing campaigns that including Email, Web Landing page or Micro Site with form and capture application.

- Maintain and upgrade existing company websites.

- Build JavaScript and PHP based forms, wizards, calculators, walkthroughs and other dynamic online media that could be plugged into new or existing websites.

OTHER Positions:

Internet Marketing Specialist at LaBovick & LaBovick, PA
Web and Multimedia Manager at Jewish Federation of South Palm Beach County
Web Developer at Neuberger Berman/Lehman Brothers (New York City)
Web Developer and Designer at BestWeb Corporation
Senior CAD Systems Operator at Carrington Associates, Architects, P.C.

Bennington College - 1987 - 1991

Comments:

"I worked alongside Eric in the role of Agile Coach and had the opportunity to watch him apply systems thinking, excellence in engineering and team work daily. His intellectual curiosity allowed him to continuously improve his skills. Eric would be an asset to any organization. "
— *Kim Scribner, CSP, Director, Development Operations, Deluxe Corporation, managed Eric indirectly at Deluxe Rewards*

"Eric is a very knowledgeable developer. He is definitely a valuable asset for any organization. His curiosity towards thorough understanding of the subject matter makes him an efficient developer hence providing code with less rework. His patience towards people and to learn things is very appreciable. If given a change i would love to work again with Eric."
—*Sreedevi Seetharam, Quality Analyst, Destination Rewards, worked directly with Eric at Deluxe Rewards*

"Eric is extremely knowledgeable of all different methods of coding, both back-end and front-end, and what impressed me the most was his desire to share this knowledge and help others around him become better at writing code or understanding how to solve various work related projects."
 — *Lincoln Datta, Programmer Analyst, Deluxe Rewards, worked directly with Eric at Deluxe Rewards*

Full list of references available upon request