

# Michelle Melton

## Web Developer / Programmer

### Education

#### 2017 - present, Appalachian State University

Master of Science, Computer Science, 4.0 GPA

#### 2013 - 2017, Appalachian State University

Continuing Education: Undergraduate Computer Science, 4.0 GPA

#### 1999 - 2000, Maryland Institute College of Art

Continuing Education: Advertising Studies, 4.0 GPA

#### 1995 - 1998, University of Baltimore

Bachelor of Science, Business Administration, Marketing

Honors: Graduation Commencement Speaker, Summa Cum Laude, 4.0 GPA, Dean's List, Mu

Kappa Tau National Marketing Honor Society, Outstanding Marketing Student Award

#### 1993 - 1995, Anne Arundel Community College

Associate of Arts, Marketing

Honors: Summa Cum Laude, 4.0 GPA, Dean's List, Phi Theta Kappa Honor Society, Presidential Scholar Award Recipient

### Experience

#### April 2015 - present, Web Developer / Programmer

##### Appalachian State University, Boone, NC

- Modify, integrate, and support academic web applications, including University LMS (Moodle)
- Contribute to design and implementation of system architecture for academic web applications
- Provide expertise on design, usability and accessibility for academic web applications and technologically enhanced learning environments
- Interface design for academic web applications

#### May 2010 - April 2015, Lead CMS Migration Specialist

##### Appalachian State University, Boone, NC

- Coordinate, plan, design, and develop academic websites (Drupal)
- Modify, integrate, and support University web applications
- Educate users on best practices for website design, usability and accessibility
- Concept and design graphics for campus programs

#### July 2004 - May 2010, Creative Director

##### Appnet Designs, Boone, NC

- Manage creative and support staff
- Coordinate website projects from sale to completion
- Art direction of all site designs for clients
- Basic server administration
- Implement PHP modules
- Design and build layouts for tourism and hospitality websites

#### February 2004 - July 2004, Cross Country Travel

#### February 2001 - February 2004, Senior Designer

##### Marriner Marketing Communications, Columbia, MD

- Concept advertising ideas for Kellogg's Food Away From Home
- Brand development for Kellogg's Food Away From Home
- Layout and design of advertising and collateral pieces for Ark Mutual Funds, Carolina Turkey, Cystic Fibrosis, Hershey, Marriott International, Perdue Farms and Phillips Foods

**August 1998 - February 2001, Graphic Designer, Account Executive**

**The Cyphers Agency, Annapolis, MD**

- Design print, direct mail, collateral and signage materials and advertisements
- Develop branding campaigns for variety of clients (logos, brand elements, constants, etc.)
- Develop marketing strategies and implement marketing plans for agency clients
- Conduct media research to build marketing plans and budgets
- Control job trafficking for select client and agency projects
- Work with Creative Director to develop targeted ad strategies
- Handle public relations efforts for agency and clients

## **Projects**

### **Wowza Ticket Validation**

Ticket validation plugin for Wowza streaming server (Java)

### **Grade Cleanup**

Local Moodle plugin that allows grade history database entries older than a configurable setting to be deleted at a scheduled cron run (PHP, MySQL)

### **ASU Moodle Theme**

Custom Moodle theme for the Appalachian State University learning management system (HTML, CSS, LESS, Bootstrap, PHP, jQuery, Mustache)

### **SQL Scripts**

Bash scripts to split an SQL dump into individual files by table and import them with inclusion or exclusion (Bash, MySQL)

## **Skills**

### **Languages**

PHP, Java, C, C++, x86 and MIPS Assembly, Bash, Vim, Git, HTML, CSS, LESS, Sass, Bootstrap, JavaScript, jQuery, Twig, Mustache, Google API, Drupal API, Moodle API

### **Platforms**

Linux, Mac OS, Windows

### **Databases**

SQL/MySQL

### **Software**

Vagrant, VirtualBox, Eclipse/Zend Studio, Adobe (InDesign, Photoshop, Illustrator, Acrobat, Flash, Dreamweaver, Fireworks, Media Encoder), Microsoft Office (Word, Excel, PowerPoint, Access), Google Apps

## **Accomplishments**

- 2010 Service Award, Appalachian State University
- Citation of Excellence, Baltimore Addy Awards
- 2004 Guest Speaker, University of Baltimore