



JAMES HIGGINS

web development

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PROFESSIONAL SUMMARY

- 6+ years of experience as a Software Developer designing, developing and supporting web-based applications
- 6+ years of experience working with LAMP stack
- 6+ years working with frameworks like WordPress, Magento, and Laravel
- 5+ years of experience working with technologies such as JavaScript/ jQuery
- 5+ years of experience working with MySQL

PROFESSIONAL EXPERIENCE

NativeAds

Web Developer

July 2019 - Present

I moved into a Project Management role at NativeAds for a change of pace and a look at the managerial aspect of developing web projects. I managed a variety of web-based advertising projects which included the creation and use of advertising funnels, landing pages, lead generation forms, and analytic systems to provide the ability to run data-driven marketing campaigns

- I was responsible for the creation and management of InvestorWebinars.com. This project is an integration between Wordpress and WebinarJam that generated revenue by allowing companies to sponsor webinars which would be advertised as widgets on partner sites.
- Collaborated with stakeholders, designers, developers, and advertisers to provide detailed time/cost estimates for projects.
- Provided input on visual design and software architecture for a variety of projects.
- Managed the technical implementation of a private CPA Network (UpAlpha.com) using the HasOffers/Tune platform. This included the testing and support of conversion tracking via postbacks and pixels as well as the setup of Advertisers, Partners, and Offers.
- Created flowcharts and documentation with each project I was involved in.
- Headed up an initiative to create a company-wide knowledge base.

Technology Used: Gsuite, Monday.com, Funnelytics, Wordpress, WebinarJam, PHP, Ryver

SKILLS

Project Management

PHP

Laravel

Wordpress

Shopify

JavaScript (Jquery & Vue.js)

HTML/CSS (SASS, LESS)

Git

Grunt/Gulp

Bootstrap

DevOps

BCIT COURSES COMPLETED

Android/Mobile App Dev
Tools

Intermediate Web
Development and Design

Server Side Web Scripting
With PHP Level 1

Server Side Web Scripting
With PHP Level 2

Relational Database Design
and SQL

JavaScript Workshop

Creating Web Graphics with
Photoshop

Self Employed

2013 - 2019

Web Developer

For the past 7 years, I provided consultation and execution on a variety of web development projects built on the LAMP stack or equivalent environments. Contracts included ad-hoc hourly work to full project contracts.

- Upgrading and extending website functionalities
- Providing and deploying clear and stable development operation strategies
- Collaborating with clients to provide detailed estimates for projects, input on design and following through to implementation
- Technologies were dependent on client and project but included Magento, Wordpress and Woocommerce, and vanilla PHP
- Projects included a Magento Build for Beautsense.ca, Hornbyisland.com build for Ventureweb.net, WordPress maintenance of hardrockcasinolaketahoe.com for Sixteenfifty.com, and a Shopify build for Headhuntersurf.com

Technology Used: PHP, WordPress, Magento, jQuery, MySQL, Git, Trello

Ryders Eyewear

2016 - 2019

Web Contractor

Ryders offers premium sport and cycling eyewear, including urban glasses and goggles for men and women both through retail outlets and through a Wordpress/Woocommerce based online store.

- Took over existing WooCommerce build and reverse engineered automated build and deployment strategy.
- Implemented agile workflow using Trello for approaching website development scheduling and tasks
- Pushed feature requests pertaining to third-party marketing and tracking tools, checkout process, and catalog behavior.
- Exported reports via MySQL for business analysis
- Utilized a docker based toolset to allow for local development and deployment using git and pantheons container-based hosting environment

Technology Used: WordPress, WooCommerce, Pantheon, Lando, Git, MySQL, Gulp, NPM, Trello, Basecamp

Noble Pixels

2017 - 2018

Web Developer

Noble Pixels design and develop user-centric online systems for organizations that communicate, collaborate, and demand for technology transformations.

- Worked in a custom Agile environment based on an in-house web application.
- Developed CMS interfaces for different user stories in 3 production applications.

- Leverage reusable Vue.js components
- Created and modified REST API methods and endpoints for consumption via the Vue.js frontend.
- Utilized a combination of Eloquent ORM and raw SQL queries in developing admin reporting tables and interfaces.

Technology Used: Laravel, Vue.js, MySQL, jQuery, Git

The Rand Group

June 2017 - October 2018

Web Developer

The Rand Group is a business technology solutions partner offering Microsoft Dynamics 365, AX, NAV, GP, CRM, SharePoint, Infrastructure Services, and NetSuite ERP.

- Managed and developed Rand Group internal websites including Randgroup.com and dynamics101.com, as well as external client sites such as houstonsymphony.org, itsolutions.bdo.ca, and lsretail.com
- Provided monthly maintenance, updates, and cross-browser compatibility reporting.
- Developed responsive front ends using Bootstrap 3 and 4 for multiple browsers and platforms
- Added multi-language functionality with the use of WPML plugin.
- Integrated marketing automation via Click Dimensions and Microsoft CRM.

Technology Used: WordPress, Microsoft CRM, Microsoft Azure, WPML, jQuery, Bootstrap 4, Asana

Soulpepper

March 2016 - March 2018

Developer

Digital marketing agency, specializing in Digital Marketing, SEO, PPC, Email Marketing and Web Development

- Managed and developed internal Magento store RoderickAllan.com
- Used Beanstalk to create deployment strategy for GIT repo
- Integrated third party stock data from Google Sheets with Magmi via a custom PHP cronjob
- Provided project proposals for potential clients
- Integrated various marketing and tracking scripts for third-party services
- Worked alongside SEO, PPC and marketing specialists to increase web visitors and fine-tune campaigns

EDUCATION

BCIT — Applied Web Development

2014

University of British Columbia — BA Philosophy

2006-2010

