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**Summary**

11 years experience with agencies and software engineering startups building custom applications and websites for open web and embedded systems. Thrives in adapting to new challenges and a reliable team player adept at communicating technical information to non-technical audiences.

**Experience**

**Director of Web Development**, IMM, Boulder, CO  
Oct 2018 - Present

* Team leader during all stages of software development from new business RFPs, pitches, SOWs, web discovery, project and sprint planning, UX and UI design, hands-on development in Agile cycles, and follow-through to deployments and post-launch optimizations.
* Lead developer on an innovative media buying and adtech automation platform designed for small transactions at large scale. Developed in React + Redux and integrated with Python/Flask API.
* Managed and directed teams of developers, freelancers, and partner vendors.
* Consistent developer advocate when interfacing with executives, clients, and stakeholders, while balancing the iron triangle of cost, timing, and quality.
* Works closely with PMs to define development process, optimize workflow efficiency, resource allocation, and timelines using tools such as Asana and Jira.
* Collaborate with the creative team to produce pixel-perfect responsive interfaces, modern functionality, bespoke customer solutions, and high standards of quality.
* Established a component-based approach to Wordpress and ACF development for reusability and flexibility within a client-friendly CMS, formed into a new product offering for IMM.
* Integrate with client tech stacks, recommend modern tools, and refinement of the DevOps toolchain from GitHub, Jenkins, AWS EC2, S3, Lamda, and Docker.
* Support the media team in tracking, attribution, GTM, dataLayer events, ecommerce, pixel placement, GA, HotJar, and custom scripted tags.
* International collaboration with clients in a tech advisory role as part of a holistic approach to business strategy.

**Lead Developer**, Schiefer Chopshop, Irvine, CA  
Sep 2016 - May 2018

* Led the development efforts across all accounts working closely with the creative design team from concept to delivery.
* The success built for our clients allowed us to quadruple the company size in less than 2 years and become a top agency by revenue in Orange County.
* Coordinated and motivated internal development teams and partner vendors.
* Technical Direction of embedded Android app program for streaming curated video content.
* Created and improved automatic data flows using Google Apps Scripts for AdWords, DCM, BigQuery, and integration into the DOMO platform.
* Increased traffic to custom built websites through display ad campaigns, email marketing, landing pages, and tracked conversions using custom goals and events in GTM and Analytics.

**Software Engineer, Creative Development Lead**, Lumexis Corporation, Irvine, CA

Dec 2009 - Jun 2016

* Led the design and front-end development of inflight entertainment systems
* Became the first small IFE company to be offerable on the Boeing production line
* Developed JavaScript applications and games within the embedded framework
* Created product demos and videos for tradeshows and traveling sales systems
* Worked in different areas of the company as needed in a startup culture
* Wrote software requirements, produced wireframes, UX and UI design
* Software and content integration testing during regular cycles
* Android development for next gen systems

**Multimedia Developer**, Real Estate Educate, St. Charles, MO

Aug 2008 - Oct 2009

* Design and development of e-learning courses for real estate certification programs, mortgage lenders, and homebuyer education
* Developed educational Flash games and activities
* Produced and edited training videos

**Education**

Bachelor of Arts, Interactive Digital Media, Graduated with Honors

May 2008, Webster University, St. Louis, MO

Computer Science Courses

2005-2006, Missouri State University, Springfield, MO

**Awards**

2018 Bronze Addy (American Advertising Awards) - [prestone.com](http://prestone.com/) / [prestone90years.com](http://prestone90years.com/)

2018 Silver Addy (American Advertising Awards) - [galacticthunderpony.com](http://www.galacticthunderpony.com/)

2017 Gold Addy (American Advertising Awards) - [boostmobilewhereyouat.com](http://boostmobilewhereyouat.com/)

**Skills**

HTML, CSS, JavaScript, React, Redux, Vue, Angular, Gulp, AWS, REST APIs, Gatsby, GraphQL, Wordpress, Roots.io, ACF, PHP, Craft, Jenkins, GitHub, Docker.

GTM, Google Analytics, Shopify, Theme Kit, DoubleClick Studio Dynamic Creative, Data Feed Generation, Apps Scripts, AdWords, DCM, BigQuery, GWD, Hype, Email Marketing, Mailchimp, SendGrid, Salesforce Marketing Cloud, SendGrid, Local Store Marketing.  
  
Figma, Photoshop, Illustrator, XD, After Effects, Premiere.