Tom Léger

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Experienced software engineer with expertise in React, Redux, MERN stack, Ruby on Rails, Perl, PHP and LAMP-stack, having over 20 years of programming experience.

Work Experience

Software Engineer

Self Employed - Brooklyn, NY
September 2022 to Present

• Developed custom web applications using modern front-end frameworks like React and Vue.js, leveraging REST APIs and other backend technologies to deliver seamless user experiences across desktop and mobile devices.
• Integrated Shopify e-commerce platforms with custom web applications, creating streamlined workflows for order processing, inventory management, and customer engagement.
• Utilized industry best practices and cutting-edge technologies to build scalable and maintainable codebases, ensuring high performance, security, and reliability across all projects.

Patient Representative

NYC Health + Hospitals - Brooklyn, NY
September 2021 to May 2022

• Communicated empathetically with patients and families during Covid, providing support and information on hospital policies.
• Collaborated with hospital staff to ensure patient safety and contributed to Covid-related policy development.
• Managed high volume of patient inquiries efficiently, resulting in positive feedback and high satisfaction ratings.

Senior Digital Marketing Manager

Further - Brooklyn, NY
September 2017 to March 2020

• Developed and executed successful digital marketing campaigns that resulted in increased website traffic, lead generation, and sales revenue.
• Led cross-functional teams to create and implement innovative digital strategies, including SEO, SEM, email marketing, social media, and mobile marketing, resulting in significant growth and engagement metrics.
• Analyzed data from multiple sources to measure and report on campaign performance, utilizing insights to optimize marketing spend and drive continuous improvement in key metrics such as ROI, conversion rates, and customer acquisition cost.

Senior Web Developer

A.E. Consulting - New York, NY

May 2007 to September 2017

• Led a team of web developers in the development of custom WordPress themes and plugins that were optimized for SEO and delivered exceptional user experiences to clients across multiple industries.
• Managed project timelines and budgets, collaborating closely with design and content teams to ensure that all web development projects were executed to the highest standards of quality, accessibility, and SEO.
• Implemented performance monitoring and optimization strategies, conducting regular SEO audits and analysis to improve search rankings, traffic, and engagement across all client websites.

Adjunct Professor
CUNY Hunter College - New York, NY
September 2005 to September 2010

• Designed and delivered a highly engaging and interactive English 201 course using innovative digital techniques, including online discussion forums, multimedia presentations, and collaborative writing tools.
• Developed and implemented effective teaching strategies to support diverse student learning styles and promote critical thinking, writing, and research skills.
• Established a supportive and inclusive learning environment, providing regular feedback and guidance to students and contributing to the broader academic community through mentorship and scholarship.

System Analyst
White Mountains Re - New York, NY
March 2005 to June 2007

• Worked collaboratively with a cross-functional team to develop and implement a comprehensive disaster recovery plan, contributing expertise in system administration and network connectivity to ensure the resilience and availability of critical IT infrastructure.
• Read and analyzed technical documentation, translating complex technical information into clear, concise reports and recommendations for senior management and other stakeholders.
• Played an integral role in IT service management, identifying and addressing issues related to hardware and software maintenance, security, and compliance.

Programmer
Coalition for the Homeless - New York, NY
June 2003 to September 2004

• Managed the organization's IT infrastructure, including network administration, system administration, and server maintenance, ensuring high levels of uptime, security, and reliability for all users.
• Developed custom applications and tools using C# and SQL, streamlining workflows and improving data accuracy and accessibility across the organization.
• Led IT projects from planning to implementation, collaborating with stakeholders to define requirements, establish project timelines and budgets, and communicate project status and outcomes.

Education

Post-Graduate Courses in Finance and Financial Management Services
Harvard University - Cambridge, MA
August 2010 to May 2012

Master of Arts - MA in English Language and Literature/Letters
Hunter College - New York, NY
August 2005 to September 2008

Master of Fine Arts - MFA in Creative Writing
Goddard College - Plainfield, VT
January 2005 to December 2007

B.A. in English
New York University - New York, NY
August 2000 to December 2004

Skills

- React
- JavaScript
- PHP
- WordPress
- AWS
- System administration
- LAMP stack
- MERN Stack
- Ruby on Rails

Links

http://www.tomleger.dev

www.linkedin.com/in/tomleger3000