

Marc Hannah

PHP Programmer and Web Analytics Analyst - GEORGIA HIGHLANDS COLLEGE

Decatur, GA 30030

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To gain a position of a PHP programmer in an IT company that can provide me an opportunity to work on several projects for writing, testing, and debugging code and help the websites operate flawlessly.

Authorized to work in the US for any employer

WORK EXPERIENCE

PHP Programmer and Web Analytics Analyst

GEORGIA HIGHLANDS COLLEGE - Rome, GA - 2014 to Present

Created online application for School of Dental Hygiene which results in a savings of \$50,000 annually in administrative costs.

- Updated the school's website to a responsive WordPress site with greatly enhanced usability and increased traffic.
- Developed an online application to allow faculty and staff to effectively assess departmental goals and accomplishments

Google Analytics Analyst

- 2013 to 2014

Used Google Analytics to develop a full picture of how customers use website. Provide data-driven insights on website performance, highlighting areas for improvement and optimization

Google Analytics Implementation Specialist

Develop tagging strategy and perform code modifications, testing and deployment when appropriate using Google Tag Manager. Identify KPIs and implementation requirements, monitoring results and deliver analytical findings

Web Analytics System Analyst and PHP Developer

THE SOUTHERN COMPANY - Atlanta, GA - 2011 to 2013

Maintained and updated WebTrends web analytics platform and led the migration of analytics platform to Google Analytics. Provided analytics data to Southern Company, Georgia Power, Gulf Power, Mississippi Power, and Alabama Power

- Modified the process for creating custom dashboards which allowed them to be created in 4 times faster
- Led the migration from WebTrends Analytics platform to Google Analytics saving the companies \$25,000 in monthly maintenance costs and allowing for the delivery of more robust metrics.
- Reviewed web analytics for GeorgiaPower.com which initiated changes that increased traffic by 20%
- Worked with e-Business units of Alabama Power and Mississippi Power to use web analytics to make websites more mobile friendly.

EDUCATION

Bachelor's in Business Management

Shorter University - Rome, GA
2008

SKILLS

PHP (5 years), AJAX (Less than 1 year), APACHE (2 years), CMS (7 years), CODING (5 years)

ADDITIONAL INFORMATION

Summary of Skills:

- Five years of professional experience as a PHP programmer
- Expertise in using WordPress CMS including the creation of plugins and themes
- Excellent web analytics tools Google Tag Manager and Google Analytics
- Extensive experience with PHP MVC Frameworks CodeIgniter and Laravel
- Passionate about giving best design and following coding practices
- Familiar with web development and content management systems
- Good in managing time and organizing tasks
- Career oriented, hard working and ability to handle multiple tasks
- Quick learner and ability to learn new concepts

Technical Skills:

- Extensive knowledge of HTML/CSS, Linux platform, PHP/ MySQL, jQuery, CodeIgniter, Laravel, Apache Server, Ajax and WordPress
- Proficient in designing tools like Apache Frontend Server, Microsoft Project and Visio 7.0
- In-depth knowledge of programming like PHP 5.0, JavaScript