

# MICHAEL FISHER

Carmel, IN    [linkedin.com/in/mrfisher](https://www.linkedin.com/in/mrfisher)

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## SENIOR WEB DEVELOPER

Expert in Web Development with 15+ years focused on Business Development and Digital Marketing. Creative, curious, ongoing learner with a lifelong love of Science Fiction. Passionate about high-quality digital marketing. Believe that there is a direct correlation between professional web sites and effective marketing campaigns. Experienced problem solver able to handle multiple projects concurrently. Skilled at explaining complicated technical concepts to non-technical users.

## CORE COMPETENCIES

- Web Development
  - Database Development
  - Information Architecture
  - Search Engine Optimization
  - User Interface Design
  - Social Media
  - Web Analytics
  - Interactive Marketing
  - Usability
  - Internet Security
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## WORK EXPERIENCE

***J W Moore Printing Company Inc; Indianapolis, IN***

**3/2019 – Present**

### **Senior Web Developer**

Adds new web site features and updates existing code using VB.NET, ASP.NET, SQL Server. Uses JavaScript, HTML5, CSS3. Configures web hosting and DNS settings.

- Refactored and completed application updates including bug fixes.
- Redesigned the application interface.

***Freelance; Pendleton, IN***

**10/2011 – Present**

### **Senior Web Developer**

Creates and rebuilds web sites. Implements best practices of Information Architecture, User Interface Design, and Usability using Responsive Design. Develops updates of news, reviews, contests and other content including Social Media, always keeping Search Engine Optimization in mind. Adds new web site features using PHP and MySQL. Uses WordPress, Joomla, MySQL, HTML5, CSS3. Incorporates content from external sources like GoFundMe and MailChimp. Uses tools like WAMP, Git, phpMyAdmin and JavaScript, Chrome and Firefox Web Inspectors. Configures web hosting and DNS settings. Maintains sites using cPanel, Hootsuite, Google Analytics and Google Search Console.

- Completed a project in two months that had languished for a year
- Created content and social media that resulted in increasing visitor traffic.

***Indiana Business Research Center; Indianapolis, IN***

**4/2012 – 12/2013**

### **Web Programmer**

Developed projects that involved the presentation of various data sources for public use. Technologies used were C#, ASP.NET, SQL Server, JavaScript, jQuery, Telerik, HTML5, CSS3.

- Modified code and database structure so that a single code base was used to maintain all dashboards and future reports, simplifying code sets from six to one.

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***eImagine; Indianapolis, IN***

**8/2010 – 5/2011**

**Senior Software Engineer**

Corrected data, stored procedure, and code errors on a large, complex Department of Defense financial system, and a manpower application that was connected to the finance system.

Consulted on a project that tracks field measurement technicians, displays the testing procedures, and routes work orders. Technologies used were Microsoft Dynamics, VB.NET, ASP.NET, SQL Server, T-SQL, JavaScript, jQuery, Classic ASP.

- Consulted with a team on a CRM Dynamics project.

***Community Health Network; Indianapolis, IN***

**11/2002 – 8/2010**

**Senior Web Developer**

Developed several high-profile web application projects including a content management system, an online benefits application, the consumer patient portal and integrated applications. Collaborated on redesigns of external web sites. Maintained external web servers. Developed several large databases containing consumer health information, financial data, health information libraries, and human resource data. Created automated imports and exports of data including the transformation of data as required. Contributed to initiatives in Social Media, Blogging, Digital Marketing, Search Engine Optimization, Customer Relationship Management, Business Intelligence, Information Architecture, Usability and Analytics. Some of the technologies used were VB.NET, ASP.NET, SQL Server, JavaScript, jQuery, Visual Studio, Team Foundation. Other responsibilities included Web Hosting and Web Server Administration, DNS configuration, project management, performance review input, mentoring.

- Updated the Find a Doctor application (most visited page on web site) to stabilize uptime and ensure data is backed up.
- Collaborated on award winning work.
- Presented at conferences work on Personal Health Records, Health Information, and Medication data.
- Developed first mobile web site for organization.

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## EDUCATION & TRAINING

**Google Analytics for Beginners, Advanced Google Analytics, Google Tag Manager Fundamentals**

***Google Analytics Academy; Indianapolis, IN***

**IT Leadership Academy**

***Russell Martin & Associates; Indianapolis, IN***

**Masters of Information Science**

***Indiana University; Bloomington, IN***

**Bachelor of Arts in English**

***Indiana University; Bloomington, IN***