Michael C. McGlynn

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I am an expert in web technology, including full-stack development, marketing technology, performance, scalability and people management. I'm adept at both written and spoken communication.

In my 25+ years of experience, I've worked with a wide variety of web technologies, developing a keen sense for what works in order to deliver online experiences that drive outcomes.

I am passionate about what I do and love to learn new things every day.

Experience

Senior Director, Digital Development
May 2022 – present

Zuri Group
Bend, OR

In this senior director role, I manage both the digital developers and the client success staff. My time is split 70/30 between people management and client work.

I manage six direct reports. At Zuri Group this entails ensuring that KPIs are met, that work is properly scoped and scheduled and professional development is fostered by mentorship and evaluation.

As a developer in this role, my work spans Zuri Groups digital practice, the enterprise CRM Blackbaud CRM, Google Marketing Cloud and project direction.

In that capacity, I am a hands-on developer developing solutions for WordPress, Blackbaud Internet Solutions (BBIS) and Blackbaud CRM as well as a host of other services that the company supports.

Senior Developer
October 2021 – May 2022

Zuri Group
Bend, OR

Working remotely as a developer, I built customizations of the Blackbaud CRM and the associated Blackbaud Internet Solutions products.

My responsibilities extended to the digital marketing side of the business, providing consulting services and development for WordPress website and Google Marketing Platform implementations.

As a Senior Developer I also provided mentorship to project managers, new junior developers and functional consultants.

Associate Director, Web & Interactive
March 2016 – present

Wheaton College
Norton, MA

I am a hands-on manager of Marketing & Communication's web marketing channels and manage my two direct reports in support of these efforts. I also act as web best practices thought leader and educator for campus staff.

Key contributions

- Brought transformational change to the college's web infrastructure resulting in dramatically improved uptime and performance, with benchmarks far ahead of peer institutions.
- Implemented web development best practices including source control, managed updates and governance.

- Lead the college's web accessibility efforts across the college's public websites.
- Served as technical lead for the college's website redesign including training and documentation for all staff.
- Managed all third-party vendors and contracts.
- Oversaw all website technical infrastructure including Pantheon, WP Engine and Amazon AWS.
- Lead the content strategy and web development of the college's portal.
- Provided analytics and dashboards for the college's online marketing activity.

Senior Web Developer
August 2015 – March 2016

Wheaton College
Norton, MA

Served as the technical lead for Wheaton's Web Strategy team, managing the Web Developer position. Promoted to Associate Director after 6 months.

Key contributions

- Performed all maintenance and support of the college's digital channels.
- Worked with stakeholders across campus to define, create, and implement digital projects.
- Managed external consultants and contracts.
- Coordinated web development related activities of across campus.

AIS Web Applications Developer
March 2013 – July 2015

Brown University
Providence, RI

My responsibilities were to maintain the legacy fundraising systems, meanwhile implementing their replacement applications, Blackbaud CRM and Blackbaud BBIS.

Key contributions

- Wrote updates and feature enhancements to legacy .NET 2.0 applications.
- Came up to speed on the existing the 60+ applications maintained by Advancement.
- Worked with design team to build themes for Brown's fundraising application and its TouchNet payment gateway.
- Completed TouchNet payment gateway training and managed uPay sites.
- Completed Blackbaud SDK training.

SharePoint / Web Administrator
June 2011 – March 2013

Rhode Island School of Design
Providence, RI

My position with RISD's Office of Information Technology (OIT) involved providing administrative support and development services for the institution's SharePoint 2010 farms. I was also responsible for system integration solutions.

Key contributions

- Developed an authentication system to validate users against both RISD's Active Directory and legacy Novell LDAP environments.
- Developed a SharePoint WCM (Web Content Management) site for the Service Desk's public facing support documentation, replacing a legacy system.
- Developed a specialized medical referral application for use by RISD's Student Development Office.
- Created a design system and signature solution for all five OIT groups, including full branding of all Microsoft Office products used by the division.

Web Developer/UI Integrator
July 2007 - June 2011

Rhode Island School of Design
Providence, RI

Key contributions

- Technical lead for the full-scale redesign and development of RISD's main website.
- Designed and developed a custom application that integrated the Enterprise Resource Planning (ERP) system's non-relational database data into to public website.
- Developed the RISD Museum website.
- Installed, configured, managed and maintained the e-commerce solutions for both RISD's college supply store and the RISD museum's store.
- Led all RISD e-commerce websites through the PCI compliance process.

Expertise

- **Server-side languages:** PHP, ASP.NET using C# and VB, ASP MVC5
- **Database:** Microsoft SQL Server, Transact-SQL, MySQL
- **Server management:** AWS cloud services (Lightsail, S3, Glacier, Simple Email Service, Route 53), IIS, Apache, NodeJS
- **DOM:** CSS, ES6, JQuery, npm, WebPack, Gulp, SASS, accessibility best practices
- **Serialized data:** XML (XSLT, XPath, DTD, RSS), JSON, YAML
- **Content management:** WordPress, Ellucian Luminis/Liferay, Symphony CMS, Blackbaud BBIS, Ektron CMS, SharePoint
- **CRM:** Blackbaud CRM, Engaging Networks
- **Testing:** Cypress.io, Selenium, Mocha
- **Source control:** Microsoft Team Foundation System, Git, Subversion, CVS
- **Google Marketing Platform:** GA4 and Universal Analytics, Data Studio, Tag Manager, Search Console
- **Project management:** Atlassian (Jira, Tempo, Structure), SmartSheets, HiBob

References available upon request.