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# PETER LEONARD

*Web / Software Developer and Creative Coder*

## PROFESSIONAL SUMMARY

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Web/Software Developer and Creative Coder with over a decade of experience in web development and programming. Proven ability to deliver high-performing, accessible websites utilizing mobile-first design, Javascript Libraries, API Integration, and SEO best practices. Adept at leveraging PHP and WordPress to create user-friendly experiences. Known for innovative problem-solving, leading successful international projects, and a passion for driving technological advancements to enhance user experiences.

## EMPLOYMENT HISTORY

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### FRONT END WEB DEVELOPER

**Trivium Interactive**, Boston, MA | Mar 2024 - Present

- ◆ Developed custom WordPress solutions enhancing UX, SEO, and accessibility compliance.
- ◆ Created custom themes and plugins, improving site functionality and user engagement.
- ◆ Conducted accessibility testing, ensuring ADA compliance and broadening user reach.

### WEB DEVELOPER / INTERACTIVE DEVELOPER

**Raven PMG**, New Orleans, LA | Jan 2023 - May 2023

- ◆ Developed and designed interactive brand installations, incorporating real-time user interaction through custom software and electronics - enhancing user engagement.
- ◆ Led website design and development projects, improving functionality and user experience.

## **WEB COMMUNICATIONS AND MARKETING PROFESSIONAL**

**Matthew Holdren Design**, New Orleans, LA | 2020 - 2022

## **MANAGER/WEB DEVELOPER**

**Antiques de Provence**, New Orleans, LA | Oct 2013 - 2020

- ◆ Designed, coded and maintained e-commerce website, enhancing user experience and increasing traffic with SEO.
- ◆ Led sales team, boosting international sales through strategic planning and execution.
- ◆ Coordinated international shipping, ensuring timely delivery and customer satisfaction.
- ◆ Implemented email marketing campaigns, improving client engagement and communication.
- ◆ Managed photography for online catalog, elevating product presentation and appeal.
- ◆ Led sales and international shipping teams, driving revenue growth through strategic initiatives and streamlined operations.

## **FULL STACK WEB DEVELOPER**

**Tulane University**, New Orleans, LA | 2011 - 2013

- ◆ Optimized website functionality, responsiveness and SEO, leading to substantial increase in user engagement. Collaborated with cross-functional teams to deliver projects ahead of schedule.
- ◆ Maintained the university student SQL database and the intranet website where faculty and students could access their data.

## **EDUCATION**

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### **MA, MUSIC SCIENCE & TECHNOLOGY**

**Tulane University of Louisiana**, New Orleans, LA

- ◆ Supporting Areas of Emphasis: App Development, Digital Art, Music Composition, Electronic Hardware Design.

### **BA, INTEGRATIVE ARTS**

**Penn State University**, College Park, PA

## SKILLS

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HTML5, CSS3, PHP, MySQL, JavaScript, jQuery, Bootstrap, WordPress, SEO, Accessibility, Git, Agile, API Integration, Max/MSP, Arduino, Raspberry Pi, Processing, DMX Lighting, Group Leadership, Retail Management, International Shipping

## LINKS

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**Web Portfolio:** <https://pleonardmusic.github.io/portfolio/>

**Github:** <https://github.com/pleonardmusic>