

# Rob Wood

## Senior Application Engineer

### AREAS OF EXPERTISE

#### **Operating Systems**

Windows ◦ \*Nix

#### **Servers**

IIS ◦ Apache ◦ Nginx

#### **Cloud**

AWS ◦ Google Cloud

#### **DBs**

MySQL ◦ SQL Server ◦  
Oracle ◦ Postgres ◦ Access ◦  
DB2 ◦ MongoDB

#### **Server Side**

PHP ◦ Classic ASP ◦ .NET ◦  
Node.js ◦ CGI

#### **Frameworks**

Yii ◦ Symfony ◦ CodeIgniter ◦  
Cake

#### **Client Side**

HTML5 ◦ CSS3 ◦ Javascript ◦  
jQuery ◦ UX Design ◦  
Graphics ◦ SEO ◦ Flash ◦ Flex ◦  
Actionscript ◦ Mobile

#### **Languages**

C ◦ C++ ◦ C# ◦ Java ◦ Perl ◦  
VB ◦ ARM Assembly

#### **APIs**

Google Maps ◦ Google Charts ◦  
Authorize.net ◦ USPS ◦ UPS ◦  
Facebook ◦ YouTube ◦ Twitter ◦  
LinkedIn

#### **Misc. Expertise**

Server/DB Optimization ◦  
Security ◦ E-commerce

### PERSONAL DETAILS

Rob Wood

BS, Computer Science, ECU  
www.rob-wood.net

### PERSONAL SUMMARY

- **Expert** web developer
- **Diverse and extensive** education/experience
- **Established and proven** problem solving and application design skills
- **Well-developed** leadership, coaching, training, and organizational skills

### WORK EXPERIENCE

#### **Tech Data Corporation – Clearwater, FL**

SENIOR APPLICATION DEVELOPER August 2015 – November 2015

Brought on to assist in 2.0 launch of the StreamOne web application and subsequent hypercare period. Important part of making sure the launch actually succeeded, and was instrumental in discovering and resolving numerous bugs that others failed to track down.

#### **Our Town America – Pinellas Park, FL**

LEAD DEVELOPER June 2012 – August 2015

Responsible for an extensive intranet for corporate, franchise, and individual users. Complex system of Oracle procedures in print production processing and mailing. Production and financial reports, postal tracking, address/data mining. Developed an Oracle Spatial/Google Maps system to display ZIP boundaries and connect that to Census data. Later modified the system to search down to USPS carrier route level. Improved national mailing insert code to maximize revenue, resulting in thousands of dollars in increased revenue monthly. Improved sales tools and documents to increase efficiency and aesthetic appeal, resulting in better sales performance. Added improvements to the production system allowing greater flexibility and improved product offerings.

#### **Web Commerce Partners – Tampa, FL**

LEAD DEVELOPER September 2010 – June 2012

Responsible for redesigning and repairing an aging e-commerce backend, designing new sites and redesigning old. Adding new functionality to streamline business processes, and improving front-end services to increase conversion rates. Developed an abandoned cart recapture system that resulted in completed sales on 5-10% of abandoned carts. Improved email marketing to send better quality materials, increasing response rates. Improved performance of system, cutting load times significantly, resulting in less page bounces.

#### **Virtual Grace, Inc. – Tampa, FL**

LEAD DEVELOPER/DESIGNER August 2009 – May 2010

Responsible for all production and development, including project planning, design, coding, and SEO. Developed custom sites and applications for a variety of businesses, and maintained the majority of clients in premium positions in the major search engines. Improved aesthetic quality of projects and introduced structural SEO improvements resulting in increased customer satisfaction and improved performance and conversion rates.